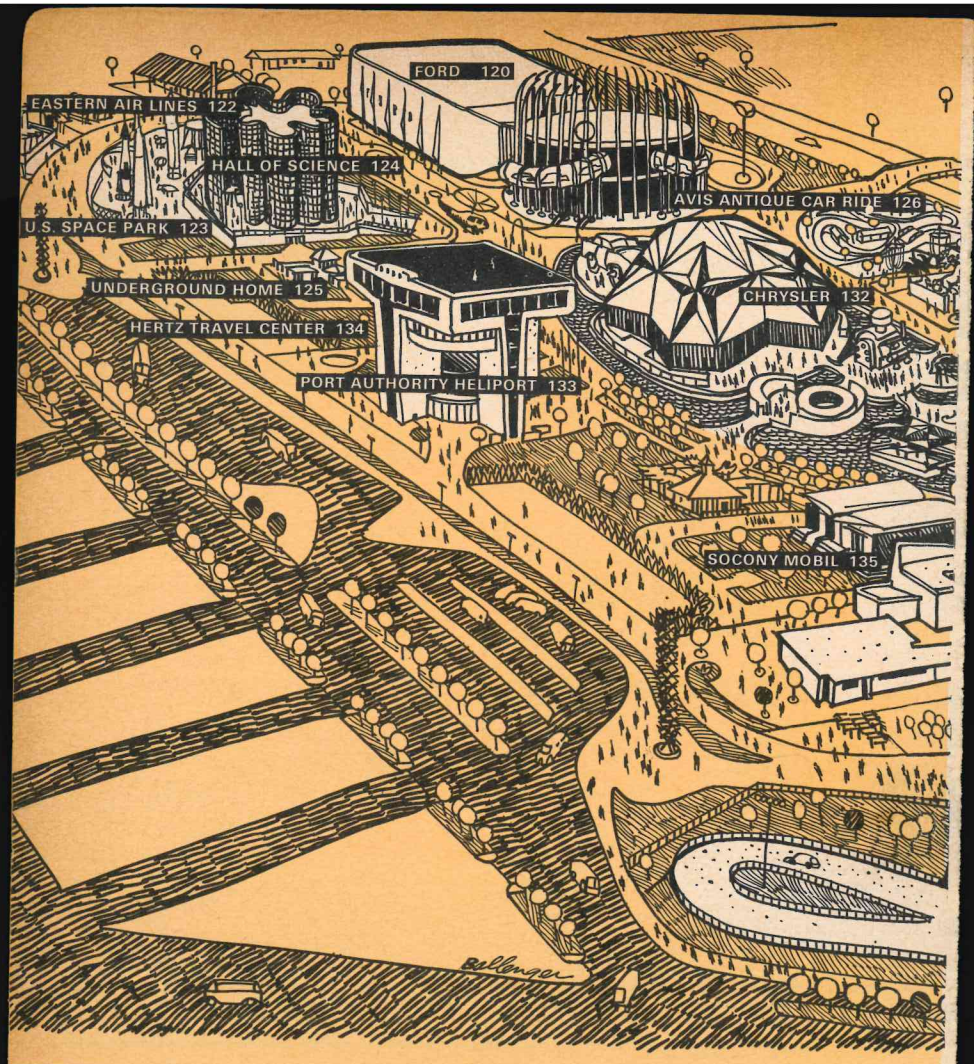
1965 OFFICIAL GUIDE

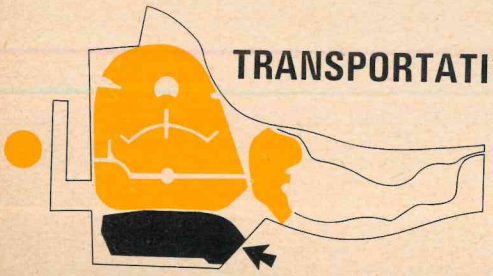
ALL NEW FOR 1965

NEW YORK WORLD'S FAIR

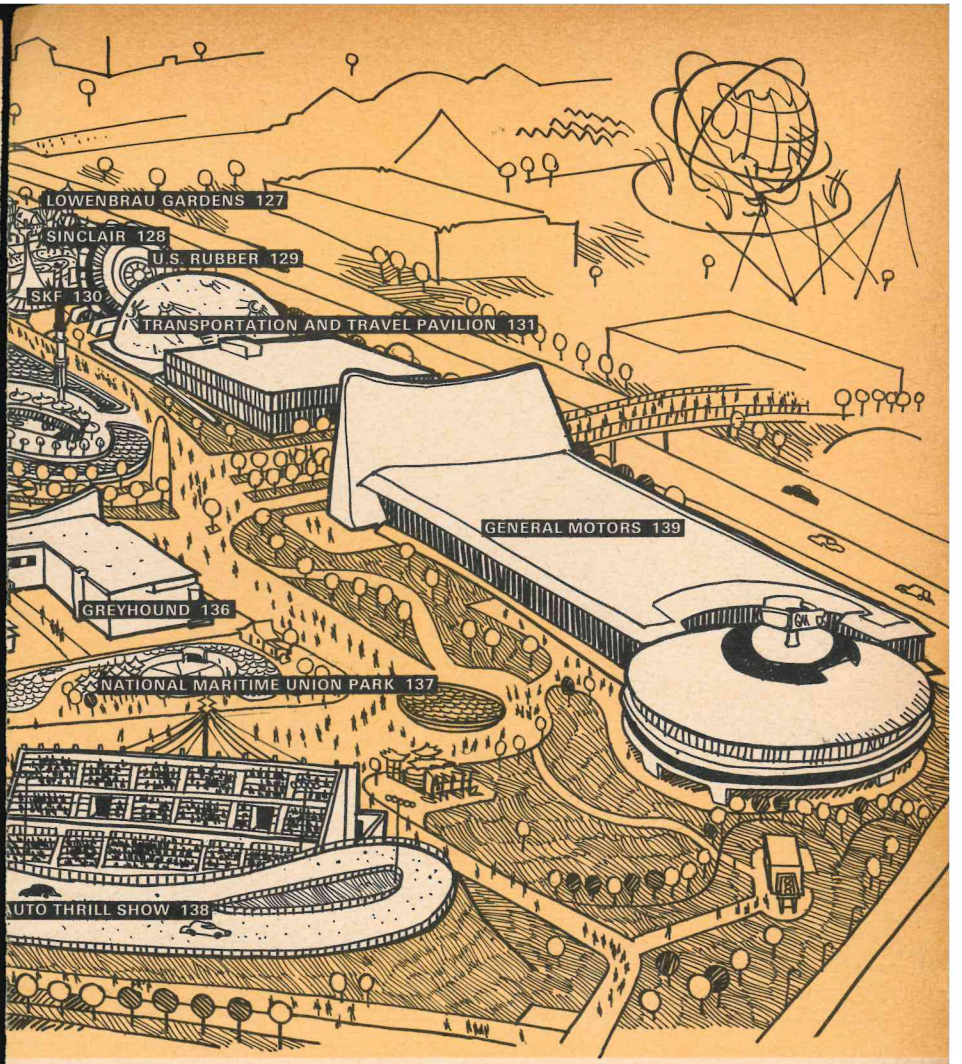
Part 3 of 3 (Inside Pages 188 to 280—End of book)

BY THE EDITORS OF TIME-LIFE BOOKS





TRANSPORTATION AREA



AUTO THRILL SHOW 138
AVIS ANTIQUE CAR RIDE 126
CHRYSLER 132
EASTERN AIR LINES 122
FORD 120
GENERAL MOTORS 139
GREYHOUND 136
HALL OF SCIENCE 124
HERTZ TRAVEL CENTER 134
LOWENBRAU GARDENS 127
NATIONAL MARITIME UNION PARK 137
PORT AUTHORITY HELIPORT 133
SINCLAIR 128
SKF 130
SOCONY MOBIL 135
TRANSPORTATION AND TRAVEL PAVILION 131
UNDERGROUND HOME 125
U.S. RUBBER 129
U.S. SPACE PARK 123

TRANSPORTATION AREA: THE PAVILIONS IN BRIEF

AUTO THRILL SHOW–Daring drivers perform wing ski jumps, crash rollovers and other stunts at high speeds.

AVIS ANTIQUE CAR RIDE–Visitors drive scale models of old autos around a landscaped track.

CHRYSLER–Guests walk inside a fantastic engine, ride a make-believe production line and see a musical puppet show.

EASTERN AIR LINES–Lounge and baggage-checking facilities are provided; buses take passengers to local airports.

FORD–The auto is king here. Cars of all periods are featured; a ride in automatically controlled Fords reveals prehistoric scenes and suggestions of a city of tomorrow.

GENERAL MOTORS–A trip in armchairs provides a fascinating look at the future, including a foretaste of lunar commuting, Antarctic ports, jungle cities and resorts on the ocean's floor.

GREYHOUND–Highlights include travel exhibits, regional cooking, and the company's mascot in a canine fashion show.

HALL OF SCIENCE–A rendezvous of space capsules is simulated; methods of disease detection are shown.

HERTZ–This center offers travel information and maps.

LOWENBRAU GARDENS–German food and beer are served in an open-air café in a picturesque village square.

NMU PARK—This quiet spot has benches and picnic tables.

PORT AUTHORITY HELIPORT–Below a rooftop helicopter pad are a restaurant, cocktail lounge, theater and exhibits.

SINCLAIR–The featured exhibits are life-sized dinosaurs—some animated—in their natural settings.

SKF–An animated mechanical man introduces a film on man's mobility; products using ball bearings are displayed.

SOCONY MOBIL–Visitors compete in a simulated cross-country auto drive, trying for low gas usage.

TRANSPORTATION AND TRAVEL–Among the exhibits are films of jet flights, undersea adventures and space trips.

UNDERGROUND HOME–A house beneath the earth's surface is displayed and its advantages are explained.

U.S. RUBBER–Plastic gondolas transport guests around a giant tire that stands 80 feet high.

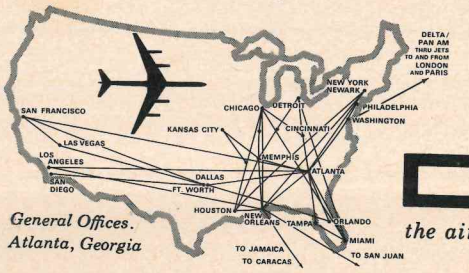
U.S. SPACE PARK–Among the space vehicles displayed are the Titan II rocket and the X-15 plane.

© 1961 New York World's Fair 1964-1965 Corporation—Unisphere ® presented by United States Steel

All Dixie flies Delta Jets to the Fair and home again!

It's Delta for Jets to and through the South. Enjoy the big Delta "difference" in service that is always efficient, quick, and exceedingly thoughtful.

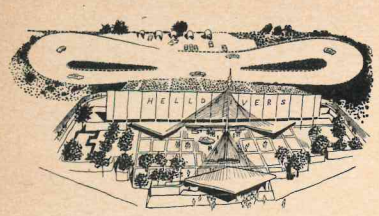
Make your reservations at one of Delta's 10 convenient ticket offices in New York and Newark. Call Delta at PL 1-6600 or see your Travel Agent.



General Offices. Atlanta, Georgia

DELTA

the air line with the BIG JETS



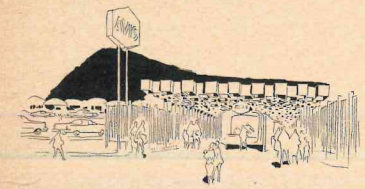
AUTO THRILL SHOW 138

"Hell drivers" risk life, limb and vehicles as they crash, roll and leap their cars in a high-speed show.

Drivers put their cars through brutal trials, including four-car bumper tag and wing ski jumps (autos careen off a ramp on two wheels at 50 mph). In the show's climax, a driver pilots a truck up a ramp, then soars over a 70-foot gap to land safely on a second ramp.

¶ Admission: reserved seats, $2.00; center section, $1.50; general admission, $1.00. Performances: four shows daily; six on Saturdays, Sundays and holidays; show lasts 40 minutes.

The cost of the Vatican pavilion—some two million dollars—was raised by churches throughout the U.S.

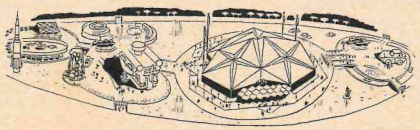


AVIS ANTIQUE CAR RIDE 126

Models of antique open-topped autos take visitors on a four-minute ride down an old-fashioned country lane.

Each car seats up to five, and anyone 10 years or over can drive. Top speed is 6 mph. Avis also has a car and power-boat rental service at the Marina.

¶ Admission to ride: adults, 55 cents; children, 40 cents.



CHRYSLER 132

The exhibit was designed especially for children, with a puppet show, a giant car, and other exhibits set on islands in a large man-made lake.

Various aspects of the automotive world come to life in whimsical animated models. Chairs around the lake encourage visitors to relax and enjoy the Fair.

PUPPET SHOW. This 20-minute exercise in musical whimsey was designed by puppeteer Bil Baird. It is continuously performed on a novel revolving stage.

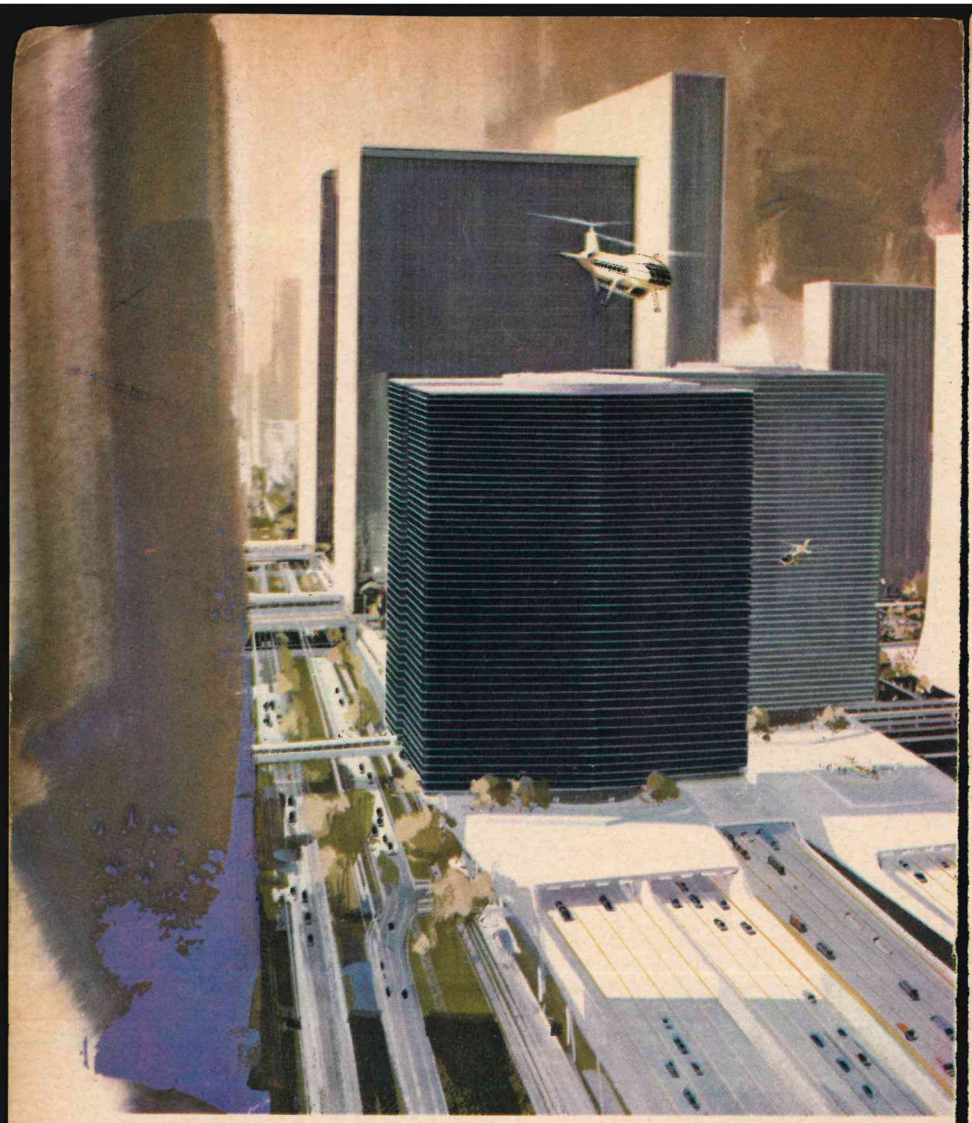
WALK-IN ENGINE. Dominating the display is a giant "one-million horsepower" engine through which visitors walk. Its crankshaft is a fearsome dragon with snapping jaws. The real world is represented by a turbine engine and a montage of power plants of the future.

Unisphere® presented by United States Steel

Meet me under the smoke rings... at General Cigar's Hall of Magic!

See famous magicians perform incredible feats of magic before your very eyes. Unbelievable and amazing! You and your family will never forget it. It's the magic of the future, waiting for you now at General Cigar's fabulous World's Fair exhibit! *It's all free!* How do you get there? Just follow the smoke rings!

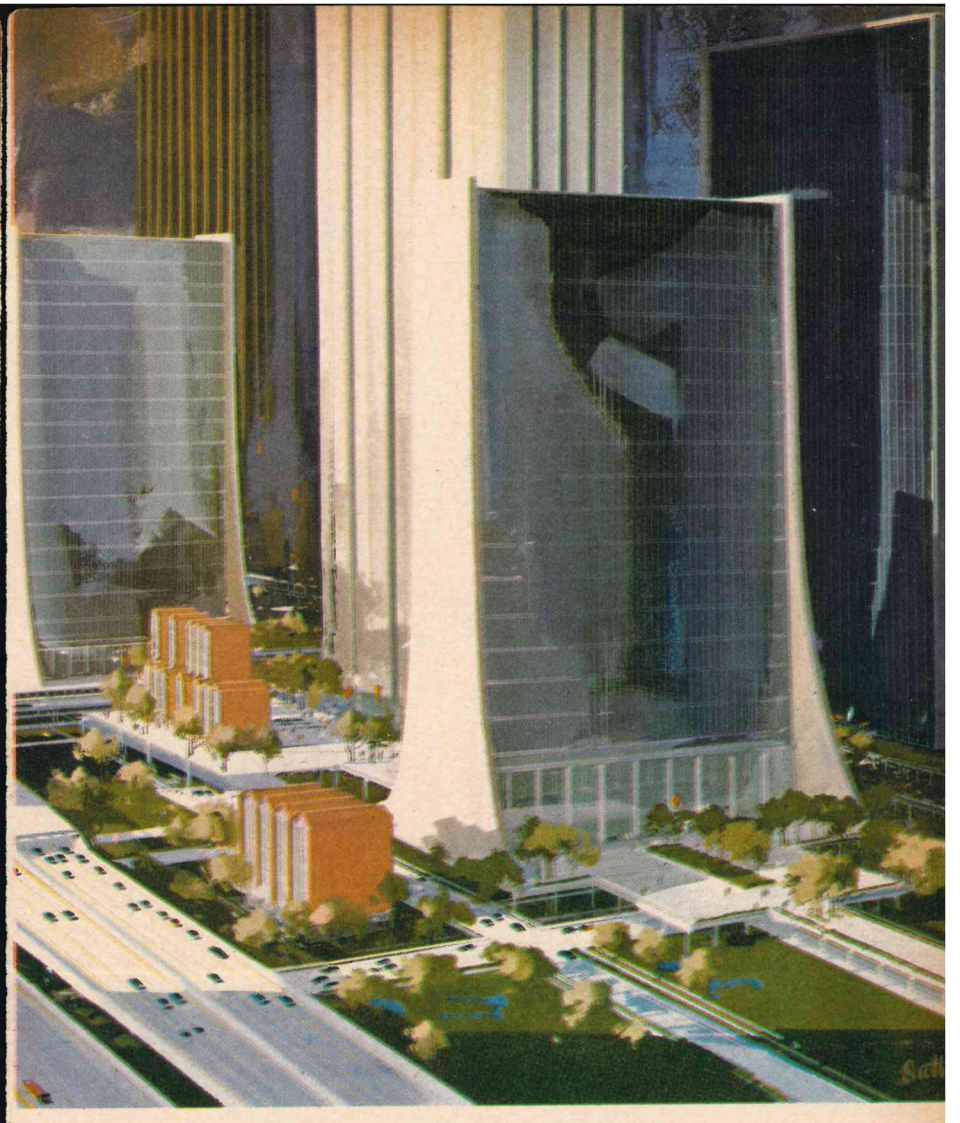
© 1961 New York World's Fair 1964-1965 Corporation



COME SEE THE CITY OF TOMORROW TODAY

Automatic elevators loft several cars at once into 5000-place parking garages. Moving sidewalks or rapid-transit vehicles drop commuters at office doors. And VTO (vertical takeoff) planes hustle them to outlying airports. High-rise buildings straddle one-way, twin and tri-level roadways. Trucks travel exclusive routes, some underground. And the remarkable "Autoline" electronically steers, brakes and regulates the speed of each car in an automatic lane. • Is that really what the City of Tommorrow will be like? Come see for yourself at the General Motors Futurama—the most fascinating and popular exhibit at the New York World's Fair. • Come take the fabulous Futurama Ride and watch the secrets of

IF YOU'VE ONLY SEEN IT ONCE,



. . . OR WAIT AND SEE IT HAPPEN.

the future unfold right before your eyes . . . men living and working at the bottom of the sea, in tropical jungles, in Antarctica, even on the moon! Come see our Avenue of Progress where many of the products we're planning for tomorrow have already taken shape. And come see our Product Plazas to see why today is a pretty exciting time to be around too. See it all and more at the General Motors Futurama. See you there? **Take the trip that's worth the trip to the Fair. (It's Free!)**

GENERAL MOTORS *Futurama*

NEW YORK WORLD'S FAIR

YOU HAVEN'T SEEN IT ALL.

AIRBORNE RIDE. Seated in car bodies, visitors travel through the air along a simulated assembly line. Mechanical men wielding huge instruments "check" each auto for imperfections. Nearby is a metallic "zoo" where creatures made of auto parts cavort.

AN ANTIC AUTO. Guests walk through a capriciously designed mammoth car to examine its antic accessories and giant components.

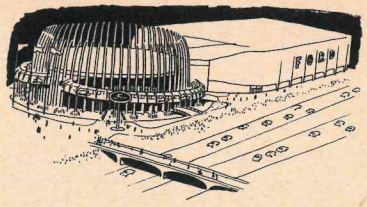
¶ *Admission: free.*

One of the most valuable coins in the world, a Brasher Doubloon, is on display in the New York State pavilion. Originally worth $16 when minted in 1787 by goldsmith Ephraim Brasher, it is now insured for $100,000. It is on loan from Gimbel's department store.

EASTERN AIRLINES 122

The building is a terminal for buses to local airports.

Eastern Airlines passengers traveling between the Fair and Kennedy or LaGuardia Airports will find lounge and checking facilities.



FORD 120

Animated displays and scale models depict man's progress from prehistoric times to the Space Age. Viewers ride past some of the exhibits in new Ford cars.

Walt Disney designed many of the displays, which include delicate models of historic settings; huge animated dinosaurs and cavemen; and a gallery of Ford cars, past, present and future. The pavilion combines a glass "Wonder Rotunda," surrounded by 64 towering pylons, with an exhibit hall several blocks long.

INTERNATIONAL GARDENS. Scenes from 11 nations—past and present—are reproduced in tiny scale models. Among them: Colonial America, Merrie England, Aztec Mexico and medieval Europe.

MAGIC SKYWAY. Seated in late-model Fords, visitors are carried along a track on the rotunda's exterior for a sweeping view of the Fair, then on to the spectacular scenes in the main exhibit hall.

- The dawn of life on earth shows huge dinosaurs battling while primeval birds soar above. Life-sized cavemen appear in a spectacular display of electronic animation.
- In the Space Age the viewer glides on a superskyway over a

No Scotch improves the flavour of water like Teacher's

BOTTLED IN SCOTLAND TEACHER'S HIGHLAND CREAM

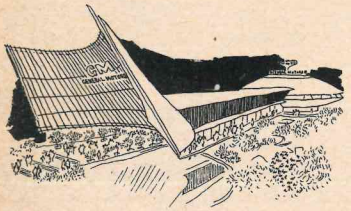
Blended Scotch Whisky • 86 Proof • ©Schieffelin & Co., N.Y.

City of Tomorrow complete with suggestions of soaring spires and bubble-dome buildings.

FIELDS OF SCIENCE. A separate exhibit illustrates some of the advanced research projects now engaging scientists at Ford and its subsidiary, Philco. Included are demonstrations of laser light, the sound of stars as picked up by radio telescope, and displays of new auto materials.

¶ *Admission: free.*

Among the artifacts of our times to be buried in the Westinghouse Time Capsule are a credit card, a Beatles record, an electric toothbrush and a bikini bathing suit.



GENERAL MOTORS 139

In the Futurama, fairgoers are taken on visits to the moon, to a year-round commercial harbor in the Antarctic, to an underwater resort and to a city of tomorrow.

The eye-catching pavilion is dominated by an enormous slanting canopy. Exhibits show the range of GM's research activities and a vast variety of its products, including three experimental cars.

THE NEW FUTURAMA. GM's classic ride, which it pioneered at the 1939/1940 Fair, is presented in an updated version. Sitting in contour seats equipped with speakers, visitors move past animated scenes.

- In a trip to the moon, visitors see a weird landscape of craters and spaceships.
- Life under the ice is depicted by an all-weather port cut deep into the Antarctic ice shelf.
- An underwater scene shows the ocean floor being tapped for oil and vacationers relaxing at a resort beneath the surface.
- Visiting the jungle, spectators see trees felled by searing laser beams. A monster road-building machine follows, leaving in its path an elevated superhighway.
- In the desert, crops thrive in soil irrigated by desalted sea water. Machines operated by remote control plant and harvest the crops.
- Tomorrow's city is shown with midtown airports, high-speed bus-trains, superskyscrapers, moving sidewalks and underground freight conveyor belts.

AVENUE OF PROGRESS. Among the displays are a cosmic spark chamber, fuel-cell developments and a turbine engine, as well as innovations in metals, plastics and fabrics, and new techniques in the designing of cars.

¶ *Admission: free.*

An insurance pool organized to protect the Fair's exhibits has placed their value at more than $300 million—not counting irreplaceable art objects or the pavilion structures themselves.

Enjoy the distinction of arriving in a Lincoln Continental.

Lincoln Continental is the luxury motorcar that stands apart from all other cars. It distinguishes you among fine car owners. It is unique in its classic look. Singular in its luxury and comfort. Unequaled in its ride. Built only to the highest standards in the world. There is only one Lincoln Continental. What does your car say about you?

LINCOLN Continental

America's most distinguished motorcar.

RIDE WALT DISNEY'S MAGIC SKYWAY AT THE FORD MOTOR COMPANY PAVILION, NEW YORK WORLD'S FAIR

GREYHOUND 136

Among the highlights are travel exhibits, regional cooking and a canine fashion show.

This pavilion is home base for the fleet of "Glide-a-Ride" trains and buses used for public transportation at the Fair. There are also displays of attractions around the United States featured in Greyhound highway tours.

REGIONAL COOKING. Main Street, U.S.A., has three dining rooms—the Nantucket, Federal and Western Rooms—where seafood, Southern dishes and beef are served. In a special cafeteria, diners quick-cook their own selections by push-button microwave.

FASHION SHOW. Four times a day Lady Greyhound, the company's live canine symbol, models the latest in dog fashions.

¶ *Admission: free.*

The New York 1964/1965 World's Fair commemorative postage stamp is the 12th U.S. stamp honoring fairs or expositions since 1900.

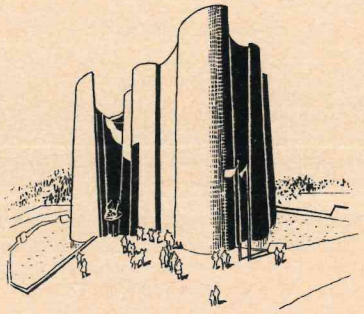
In Jamaica it's light

Appleton WHITE

The popular Jamaican Rum

by J. WRAY & NEPHEW, LTD.

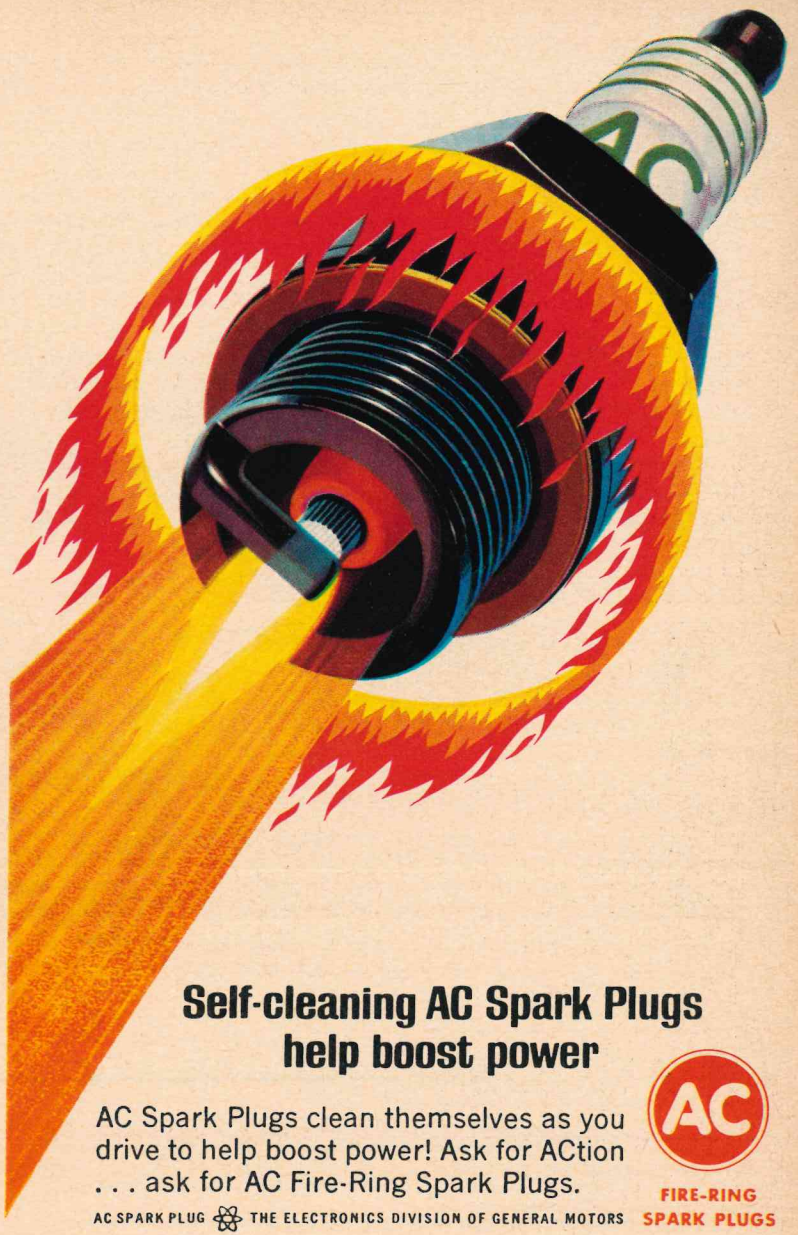
86 PROOF · SCHIEFFELIN & CO., NEW YORK



HALL OF SCIENCE 124

Eleven exhibitors display scientific advances ranging from disease control to travel in space.

This building, a permanent structure, will become the New York



Self-cleaning AC Spark Plugs help boost power

AC Spark Plugs clean themselves as you drive to help boost power! Ask for ACtion . . . ask for AC Fire-Ring Spark Plugs.

AC SPARK PLUG THE ELECTRONICS DIVISION OF GENERAL MOTORS

AC FIRE-RING SPARK PLUGS

SEE THE AC EXHIBIT AT THE GM FUTURAMA

Museum of Science and Technology after the Fair closes.

A SPACE TRIP. In the Great Hall, a rendezvous in space is realistically simulated with special effects. At the climax, two full-scale spaceship models hover 50 feet in the air to exchange crews and supplies.

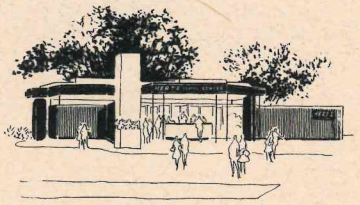
BIOLOGICAL WONDERS. Sensory perception is traced through a "brain" made of 38 miles of wire and 30,000 lights. The problems of deafness are explained, and a 15-minute film illustrates the body's cellular structure. Other exhibits illustrate cancer research and the electronic detection of diseases.

ATOMS FOR KIDS. In "Atomsville, U.S.A.," nuclear energy is explained for children. Among the exhibits is a remotely controlled manipulator which the youngsters may operate to handle "radioactive" materials. For adults, there are displays on nuclear energy in research, agriculture and medicine, and an exhibit on nuclear fallout and how to guard against its hazards.

COLOR AND CHEMISTRY. Displays demonstrate the changing nature of color, advances in dyestuff research, and techniques for tapping the sea's rich resources.

Exhibitors in the Hall of Science are Abbott Laboratories, the American Cancer Society, the American Chemical Society, the Ames Company, the General Aniline and Film Corporation, the Hearing Aid Industry Conference, the Interchemical Corporation, the Martin Marietta Corporation, the United States Office of Civil Defense, The Upjohn Company and the United States Atomic Energy Commission.

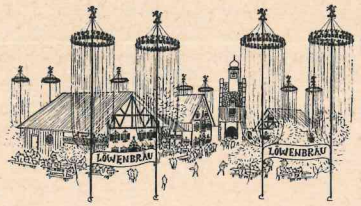
The endurance record at the Swiss Sky Ride was set last year by a British comedian named Roy Dexter, who spent 48 continuous hours aloft.



HERTZ TRAVEL CENTER 134

Multilingual attendants offer travel information and local maps.

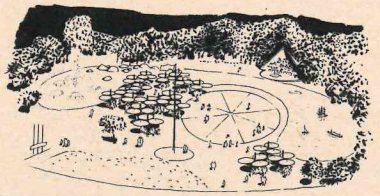
The center also provides direct phone service to airlines represented at the Fair and arranges auto reservations any place in the world.



LOWENBRAU GARDENS 127

Bavarian food and beer are served in a replica of an open-air café in a village square.

The restaurant is surrounded by Alpine chalets, a bell tower and a wooden gate. Every so often Löwenbräu's brewery wagon, drawn by four massive horses, goes by. Beer is also on tap at three stand-up bars around the square.



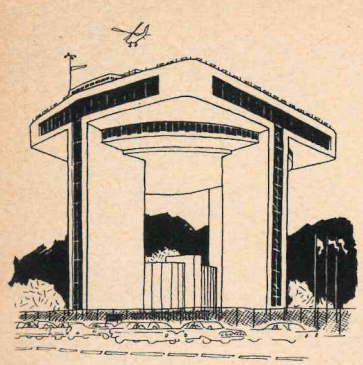
NATIONAL MARITIME UNION PARK 137

A quiet, restful spot away from the Fair's noise and bustle, this small, landscaped park is a tribute to American seamen.

The National Maritime Union, AFL-CIO, sponsors the park as a memorial to its 2,000 members who died in war service on U.S. merchant ships. For fairgoers, there are shaded benches and picnic tables, and a waterway with a model-boat basin and a fountain pool. Concerts and ceremonies are held on various occasions.

¶ *Admission: free.*

Two years of planning, plus specially made cobblestones, went into Rheingold's "Little Old New York."



PORT AUTHORITY HELIPORT 133

Rising 120 feet on four mammoth tapered columns, this structure is the aerial gateway to the Fair.

Below a rooftop landing pad from which helicopters make scheduled flights are a restaurant, a private dining club and a cocktail lounge. A separate structure underneath has a film and exhibits on the Port of New York Authority's work.

GREATEST PORT. A 13-minute color film, presented on a huge circular screen, shows the mighty transportation projects that enable millions of people to move through the New York area daily. On view are scale models of the Trans-Hudson railway tubes and World Trade Center planned for lower Manhattan.

RESTAURANT. The Top of the Fair Restaurant and cocktail lounge, operated this year by Restaurant Associates, offers American cuisine and magnificent views of the Fair and New York's skyline through glare-proof windows.

¶ *Admission: free.*

The 610 carillon bells of the Coca-Cola pavilion weigh only 250 pounds. They are amplified electronically to produce the same volume of sound as 1,000 tons of bronze bells.

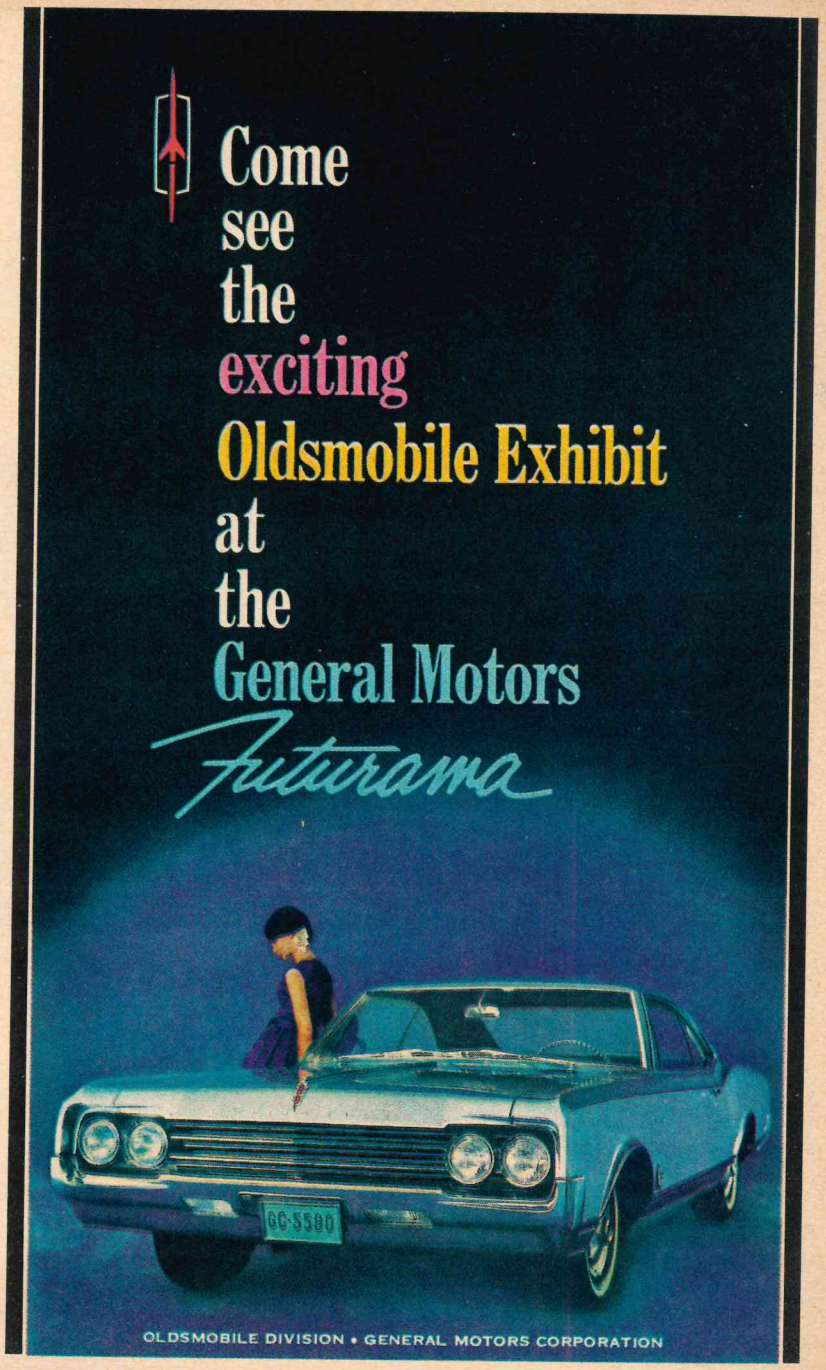
SINCLAIR 128

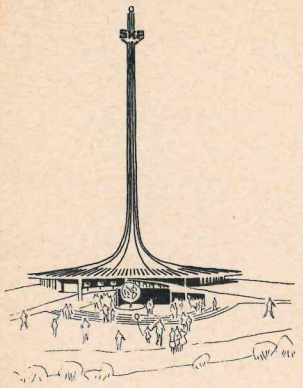
Life as it existed 165 million years ago is re-created in a display of life-sized dinosaurs.

AGE OF MONSTERS. The Fiberglas dinosaurs, some animated, were created by the distinguished animal sculptor, Louis Paul Jonas. They include the ostrichlike Struthiomimus and the ponderous 38-foot-long Trachodon. The meat-eating Tyrannosaurus Rex attacks the rhinolike Triceratops, while from the pavilion roof the giant Brontosaurus peers at the parkway traffic below.

THE EVOLVING EARTH. Within the building, erupting volcanoes, flashing lightning and bubbling streams show what the earth was like at several stages of its growth starting with its birth 4.5 billion years ago. Sinclair's own operations and future plans are depicted in color pictures and dioramas.

¶ *Admission: free.*





SKF 130

A mechanical man introduces a film showing man's progress in locomotion; a wide range of equipment using ball and roller bearings is displayed.

SKF Industries, Inc., a worldwide manufacturer of ball and roller bearings, dramatizes its part in building the machines that make civilization run.

PROGRESS. Four screens and stop-motion techniques are used in a humorous film on the evolution of antifriction devices through history. **PRODUCTS.** On display, full scale or in models, are many machines that use bearings: kitchen equipment, autos and trucks, railroad cars, submarines, helicopters and missiles.

¶ *Admission: free.*

The Swiss Sky Ride carries passengers to a height of 113 feet for a panoramic view of the fairgrounds. Among other high rides that offer spectacular views are the AMF Monorail, U.S. Rubber's Ferris wheel and Ford's Magic Skyway.

Plymouth Fury. Big hit.

Fury's the big reason for the big crowds at your Plymouth Dealer's.

You see more Plymouth Furys this year because more people are buying them than ever before.

And that figures. Fury's the biggest, plushest Plymouth ever, yet it's still solidly in the low-price class.

See and drive Plymouth Fury, one of the year's most successful automobiles, at your Plymouth Dealer's now!

See you at the Chrysler Exhibit.

PLYMOUTH DIVISION CHRYSLER MOTORS CORPORATION

THE ROARING '65s
FURY
BELVEDERE
VALIANT
BARRACUDA
Plymouth

GREAT CARS

DATSUN "FOUR-TEN" SEDAN
DATSUN "FOUR-TEN" WAGON
DATSUN SPL-310 SPORTS CAR

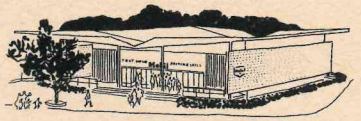
Known globally for their remarkable economy and their rugged durability, DATSUN cars and trucks are now sold by nearly 500 authorized dealers throughout the United States. There are seven models to choose from, three of which you see above.

(on the Mezzanine, No. 2 Bldg. in the Japan Pavilion Complex)

DATSUN

Nissan Motor Corporation in U.S.A.
221 Frelinghuysen Avenue, Newark, N.J.
1501 Clay Avenue, Houston, Texas
137 East Alondra Boulevard, Gardena, Cal.

The huge scale model in the New York City pavilion took over two years to build and cost $600,000. Every building in the city is reproduced at a scale of one inch to 100 feet.



SOCONY MOBIL 135

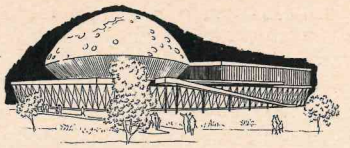
Visitors take part in a simulated cross-country driving game that tests their skill at the wheel.

Contestants, seated at auto controls in front of a map, "travel" the route of the famous Mobil Economy Runs, a grueling test in which driving experts try to hold down fuel consumption.

DRIVING TEST. Eighteen players compete in each game. They "drive" across America, compensating for the road conditions they see flashed on a TV screen. An electronic device records the amount of gasoline that would be consumed under actual conditions. The driver using the least fuel receives a certificate. From wide ramps, spectators can watch the games in progress.

¶ *Admission: free.*

Diggers for the Ford pavilion in the fall of 1962 found kitchen utensils, clothing, antique bottles and a rare two-cent copper coin minted in 1864.



TRANSPORTATION AND TRAVEL PAVILION 131

All modes of travel, from underwater to lunar, are explored in exhibits by various industries and agencies.

Symbol of this two-story pavilion is an enormous Moon Dome, inside which an unusual science film is shown. Elsewhere there is a large bazaar with merchandise from all over the world, exhibits of communications systems and a show about Martians visiting earth.

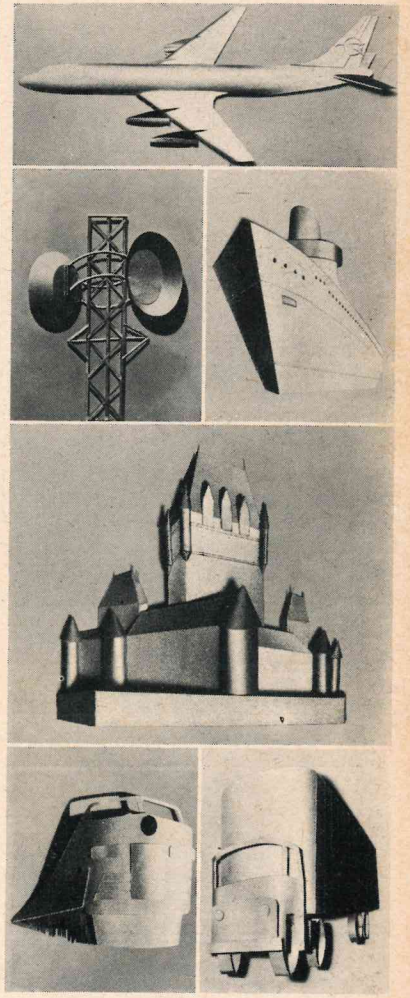
SEA AND AIR. United Airlines shows a short film on the wonder of jet travel at 600 mph. Another movie, "Around the World with the Navy," shows an atomic sub cruising under the Arctic ice, jets operating from a carrier, and aerial acrobatics by the Navy's "Blue Angels" precision flying team. In a huge tank, skin divers perform an underwater drama, "Sea Hunt."

FLYING SAUCER. A show combining live actors with film tells of a visit by Martians to earth.

BEYOND THE MOON. A Cinerama production, shown inside the Moon Dome on a 360-degree screen, explores man's environment from the nucleus of the atom to outer space.

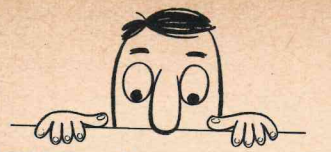
RESTAURANTS. In addition to the large Galaxy Cafeteria, there are a steak house, a roof-garden bar, a

Meet the world of Canadian Pacific at our exhibit in the Transportation & Travel Pavilion



Canadian Pacific

Trains / Trucks / Ships / Planes / Hotels / Telecommunications
WORLD'S MOST COMPLETE TRANSPORTATION SYSTEM



"WOW! There's a ten-room, ultra-modern house *fifteen-feet underground!*"

"Where?"

"Inside a concrete shell under two-million pounds of topsoil!"

"Oh, one of those bunks-and-beans-type fallout shelters?"

"No! Although it has complete fallout protection, it's a spacious, luxurious three-bedroom home—with 'outdoor' terrace!"

"But why underground?"

"For life as you like it—privacy, summer in winter, midnight at noon, pure air, lasting beauty!"

"The new frontier for family living?"

"Yes! Cleaner, healthier, quieter, more economical. You can live underground and live better!"

"Where?"

"Look for this pavilion...

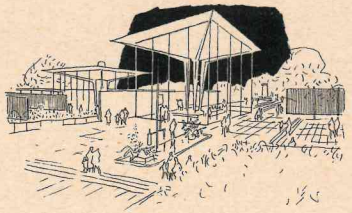
...it leads to the fabulous

UNDERGROUND HOME

across from Ford exhibit, number 117 on the maps in this Guide."

self-service restaurant and an outdoor, table-service café.

¶ Admission: free. Underwater show: adults, 50 cents; children, 25 cents. Moon Dome and Martian shows: adults, 75 cents; children, 25 cents.



UNDERGROUND HOME 125

The advantages of underground living are realistically displayed in an ultramodern 10-room house built below the earth's surface.

The house and its patio are contained within a specially designed reinforced concrete shell. Among the desirable features stressed by the exhibitor are complete privacy, acoustical and climate control, and safety from hazards. A snack bar sells "crab burgers" and other light refreshments.

¶ Admission: $1.00; students, 50 cents; children under 12 with adults, free.

The Fair and its structures required some 250,000 tons of steel, 160,000 feet of gas and water pipe, two million feet of electric cable, 450 million feet of telephone wire and 14 miles of roadway paving.

SKF

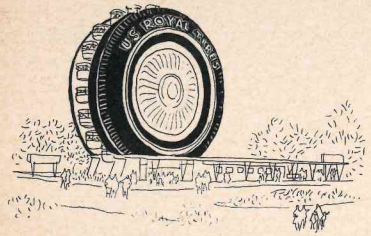
presents the fascinating world of Motion Engineering

FUN FACTS—buttons to push—machines that work—the wonderful Wall of Motion

WORKING FACTS—a vivid display of all that's new in rolling bearing technology

LOOK FOR THE SKF TOWER IN THE TRANSPORTATION SECTION

SKF INDUSTRIES, INC., PHILADELPHIA, PA.



U.S. RUBBER 129

Visitors soar 80 feet in the air around a giant auto tire for a spectacular view of the Fair.

Twenty-four gondolas seating four people each move around the circumference of the wheel. The tire, floodlighted at night, stands in a landscaped area.

¶ *Admission: 50 cents.*

U.S. SPACE PARK 123

The dramatic vehicles that are carrying the United States into the Space Age are on display.

The National Aeronautics and Space Administration and the Department of Defense sponsor this exhibit in the area surrounding the Hall of Science. Among the displays are a Project Mercury spaceship which has orbited the earth, a Gemini two-man spacecraft, a model of the Apollo, which will carry men to the moon, and a Mercury capsule in which youngsters may take a simulated space ride. Also shown are an X-15 rocket plane, lunar and interplanetary satellites, and Thor-Delta, Atlas and Titan II rockets. College science majors act as guides.

¶ *Admission: free.*

The world's biggest cheese, which is one of the features in the Wisconsin pavilion, weighs 17 tons. It is shielded from mice by glass.

Fountains leading toward the Unisphere form a backdrop for a snapshot. Signs put up by Eastman Kodak mark 40 such sites as excellent photo settings.

IKENOBO'S IKEBANA

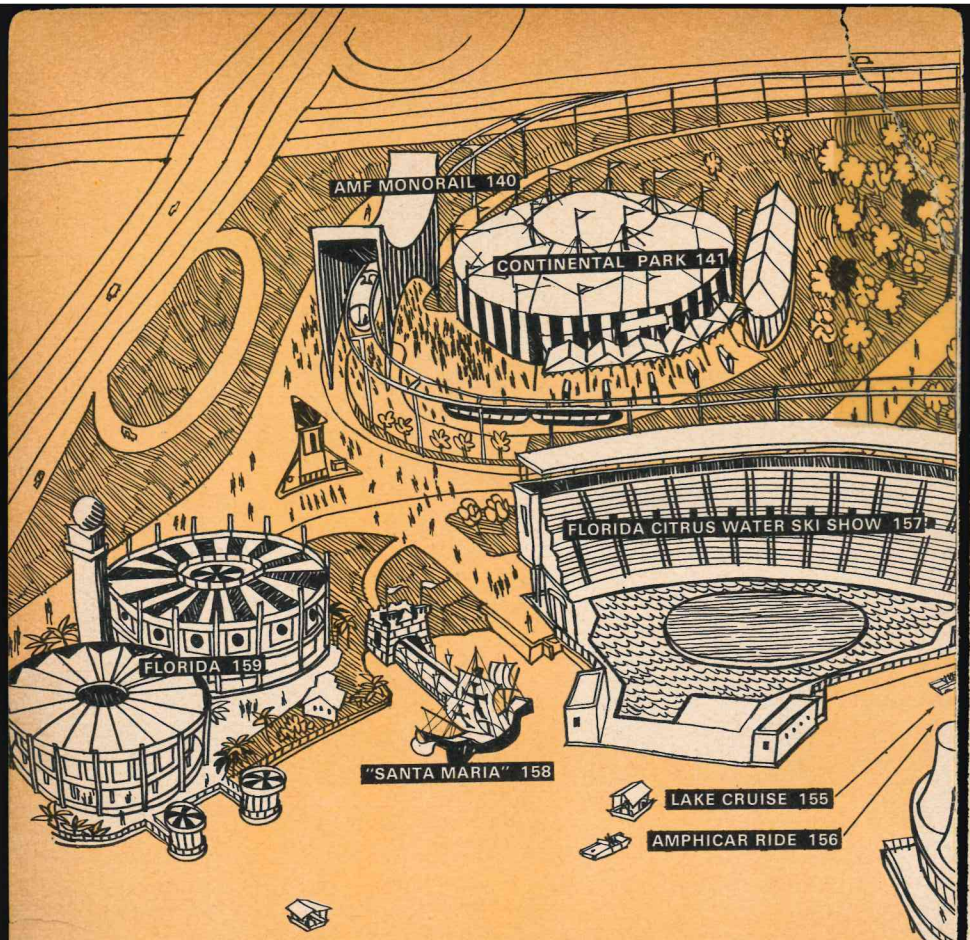
Shown above are a typical wedding gown for a Japanese bride and a "rikka" style Ikebana for a wedding ceremony.

"Rikka" is the first word taught to Japanese students of traditional flower arrangement, or "Ikebana." Rikka means standing-flower style. And, until the student has understood the techniques of rikka, all other styles of Ikebana remain a mystery. Rikka is the basis for "shooka" living, "nageire" throw-in, "moribana" en-masse, and all other Ikebana flower-arrangement styles.

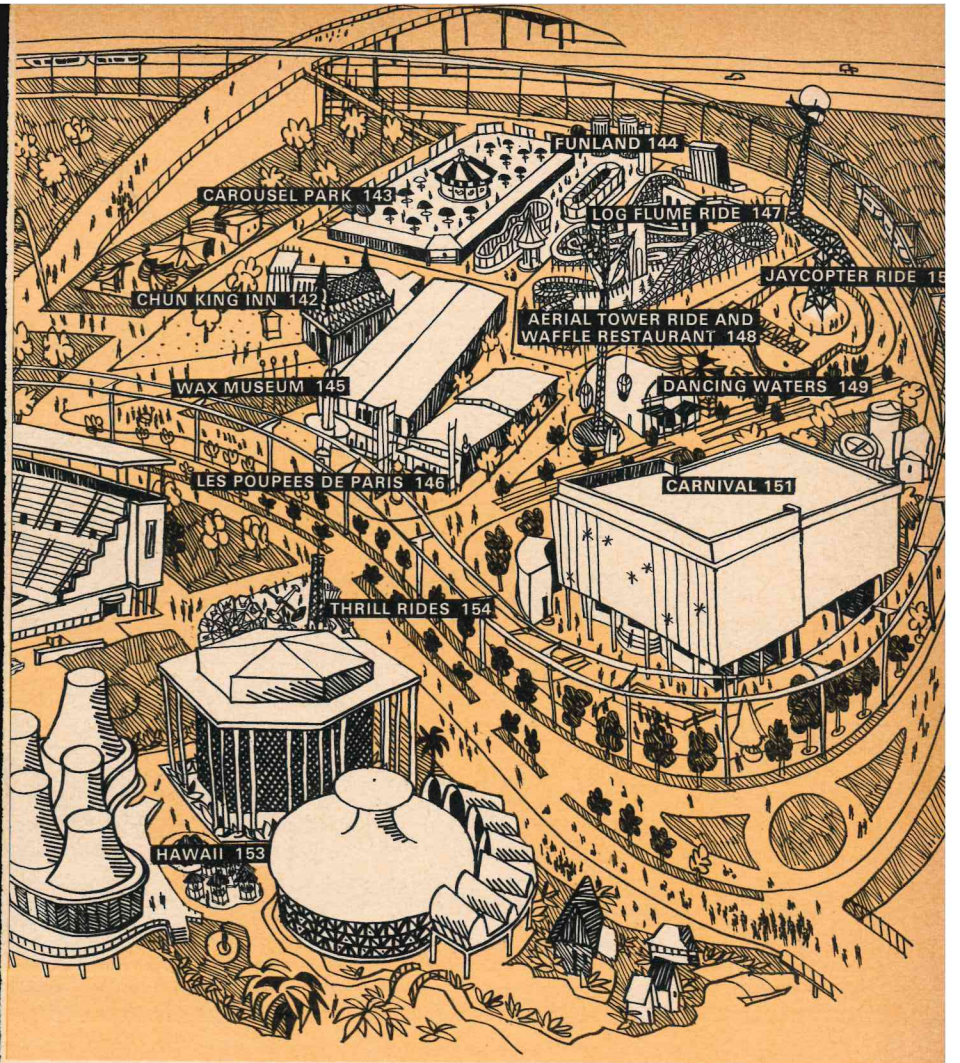
Ikenobo is the originator and master of rikka. Millions of women in Japan are studying in Ikenobo classes. And, during the last few years, Ikenobo has combined its traditional style of rikka with many new techniques so that women the world over can now practice modern forms of Ikebana. If you come to Japan, please visit any of our Ikenobo schools and watch how our classes are conducted. Ikenobo teachers, who are especially trained in the rikka style, will answer all your questions on Ikebana flower arrangement and display. Or write directly to one of the Ikenobo school addresses listed below.

If you live in New York, you may begin your lessons at the Ikebana Art Center of Ikenobo.

Head Office	**Ikenobo Gakuen** Shijo, Muromachi, Shimokyo-ku, Kyoto-shi
Tokyo Office	**Ikenobo Ochanomizu Gakuin** 2-3, Kanda, Surugadai, Chiyoda-ku, Tokyo
New York Office	**Ikebana Art Center of Ikenobo** Murray Hill House 149-45 St., Northern Boulevard, Flushing, New York



LAKE AREA



AERIAL TOWER RIDE AND BEL-GEM WAFFLE RESTAURANT 148
AMF MONORAIL 140
AMPHICAR RIDE 156
CARNIVAL 151
CAROUSEL PARK 143
CHUN KING INN 142
CONTINENTAL PARK 141
DANCING WATERS 149
FLORIDA 159
FLORIDA CITRUS WATER SKI SHOW 157
FUNLAND 144
HAWAII 153
JAYCOPTER RIDE 150
LAKE CRUISE 155
LES POUPEES DE PARIS 146
LOG FLUME RIDE 147
"SANTA MARIA" 158
THRILL RIDES 154
WALTER'S INTERNATIONAL WAX MUSEUM 145

LAKE AREA:
THE PAVILIONS IN BRIEF

AERIAL TOWER RIDE AND BEL-GEM WAFFLE RESTAURANT—Gondolas ascend a 120-foot tower; waffles are served below.

AMF MONORAIL—Two-car trains, slung from an overhead rail, circle the Lake Area at a height of 40 feet.

AMPHICAR RIDE—Amphibious autos carry passengers down a ramp, make a short lake trip and return to land.

CARNIVAL—The "Wild Mouse" and other rides are combined with an aquarium, restaurants, snack bars and picnic tables.

CAROUSEL PARK—An old-time merry-go-round is set in a picnic park; a boardwalk is lined with snack and souvenir stands.

CHUN KING INN—An Oriental cafeteria with two teahouse wings serves full meals for 99 cents.

CONTINENTAL PARK—Features include rides and "go-kart" races, a children's zoo of pet animals, gorillas and a picnic area.

DANCING WATERS—Jets of water perform a complex ballet to synchronized music and colored lights.

FLORIDA—On display are tourist attractions, an art collection and model homes; porpoises and other animals do tricks.

FLORIDA CITRUS WATER SKI SHOW—Expert water-skiers put on a spectacular display in the Fair's Amphitheater.

FUNLAND—Among the rides offered is the "Roto-Jet," in which gondolas rotate at the end of booms.

HAWAII—Exotic dances and music accompany rich island feasts; handcrafts and tourist attractions are displayed.

JAYCOPTER RIDE—A 16-passenger cabin on a 100-foot boom simulates a helicopter flight.

LAKE CRUISE—During a 20-minute boat trip, driver-guides point out the sights around Meadow Lake.

LES POUPEES DE PARIS—200 marionettes present a sparkling musical revue for adults as well as children.

LOG FLUME RIDE—Four-passenger dugout boats swoosh along a watery roller coaster and splash into a swirling pool.

"SANTA MARIA"—An authentic replica of Columbus' own flagship floats alongside a 15th Century Spanish wharf.

THRILL RIDES—These include the "Flying Coaster," the "Paratrooper" and the "Looper Plane."

WALTER'S INTERNATIONAL WAX MUSEUM—160 lifelike figures comprise the largest collection in the United States.

Soft Whiskey. How do we soften it without lowering the proof?

A lot of people would like to know the answer to that one.

Distillers (and we're no exception) have been trying to come up with a Soft Whiskey since the year one.

Some thought lowering the proof would do the trick. No good! The result: weaker whiskey. But not Soft Whiskey.

And we're not so perfect either. We failed miserably with Soft Whiskey experiments. Finally after over 22,000 of them, Bingo! A way of Softening whiskey without draining its strength.

An 86 proof that could do anything any other 86 proof could do. Only do it softer.

86 PROOF

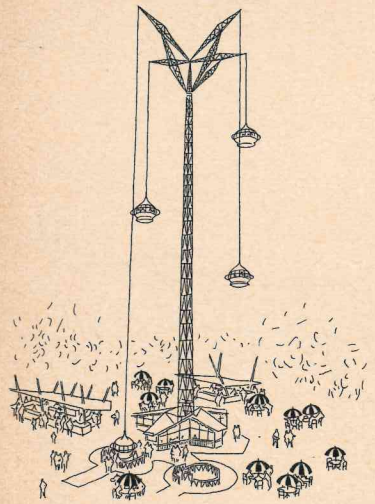
Calvert Extra swallows easy. It's gentle going down. It sort of walks softly, but carries a big stick.

As for letting you in on how we soften Soft Whiskey, this much is safe to tell. We do things with Calvert Extra that some distillers wouldn't hear of. Like doing some distilling in small batches as opposed to large ones.

You really can't expect us to tell you more. Not after all that work.

That soft we're not.

86 PROOF · BLENDED WHISKEY · 65% GRAIN NEUTRAL SPIRITS ©1965 CALVERT DIST. CO., N.Y.C.



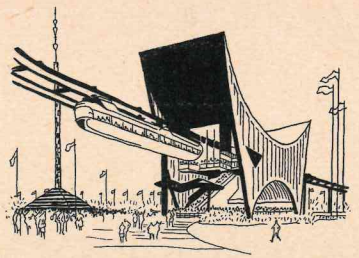
AERIAL TOWER RIDE AND BEL-GEM WAFFLE RESTAURANT 148

An outdoor snack bar sells special waffles, and gondolas give rides to the top of a tower.

The taste treat here is a de luxe Belgian-type waffle served with powdered sugar, whipped cream and fresh strawberries. Four gondolas, each seating 15 people, rise to the top of a 120-foot tower for views of the Fair.

¶ Admission to ride: adults, $1.00; children under 12, 50 cents. Hours: 10 a.m. to 2 a.m.

A booklet of suggestions for handicapped fairgoers is available for 25 cents and a self-addressed stamped envelope from *Comeback, Inc., 16 W. 46th St., New York, N.Y. 10036.*



AMF MONORAIL 140

Futuristic two-car trains circle the Lake Area 40 feet up, providing spectacular views.

The monorail takes passengers on a leisurely ride over a three-quarter-mile route. Hanging from rubber-tired power units that travel on an overhead rail, three trains run in one direction and four in the other, on parallel tracks.

¶ Admission: adults, 80 cents; children, 60 cents. Hours: 9 a.m. to 2 a.m.

AMPHICAR RIDE 156

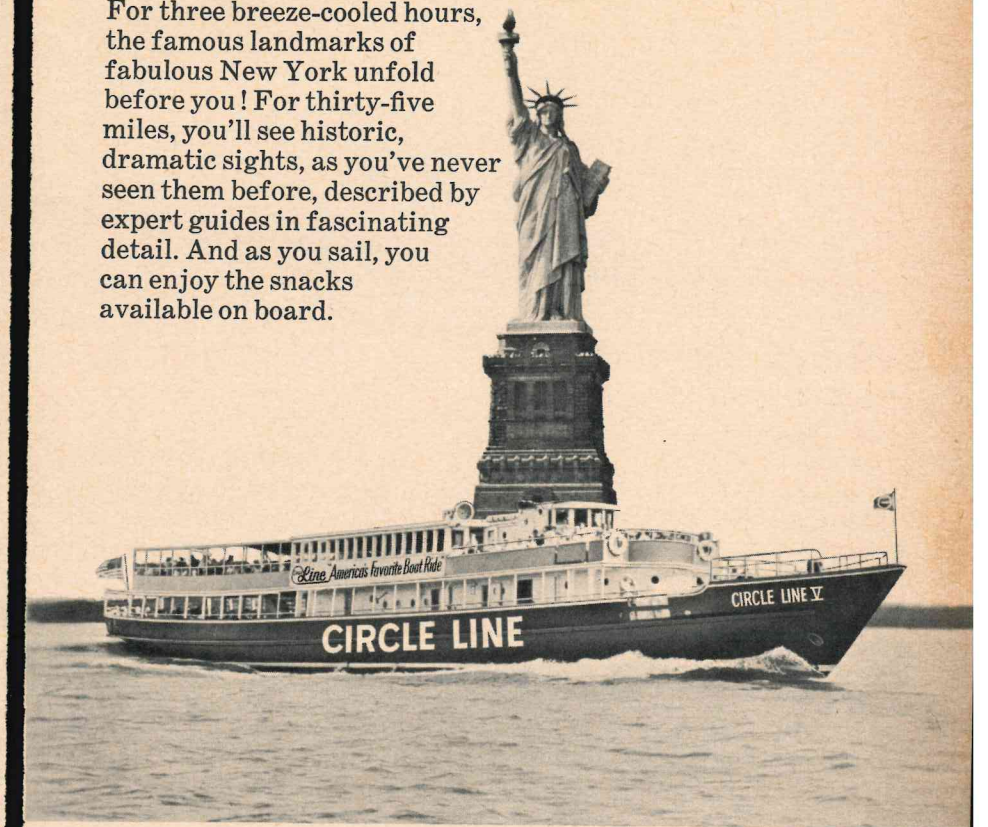
Amphibious autos take three passengers at a time over land and into the lake and back.

The Amphicar, built in West Germany for sale to the public, looks

The only one in the world!

And only *one* of the spectacular sights you'll see as you sail completely around Manhattan Island on a gala Circle Line yacht.

For three breeze-cooled hours, the famous landmarks of fabulous New York unfold before you! For thirty-five miles, you'll see historic, dramatic sights, as you've never seen them before, described by expert guides in fascinating detail. And as you sail, you can enjoy the snacks available on board.



Come any day! At the very minimum six sailings a day . . . every day. From April through October: 9:30 A.M.; 10:30 A.M.; 12:15 P.M.; 1:30 P.M.; 2:30 P.M.; 3:30 P.M. Decoration Day through Labor Day as many as 15 extra sailings a day from 9:30 A.M. to the Sunset Sailing at 6:00 P.M. **No reservations needed!** Just come aboard at The Circle Line Pier, foot of West 42nd St. . . . for America's favorite boat ride! Adults, $2.75. Children under 12, $1.25.

Circle Line **Phone Circle 6-3200**
FOOT OF WEST 42ND STREET

like a regular sports convertible but has a waterproof bottom and sides, and twin propellers. Fairgoers ride down a ramp into Meadow Lake; after a short cruise they are back on land again, safe and dry.

¶ Admission: 75 cents a ride. Hours: 10 a.m. to 10 p.m. or later.

CARNIVAL 151

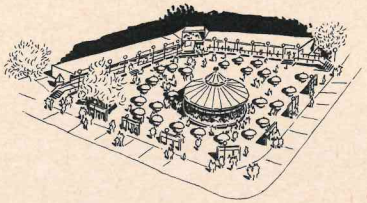
Fairground rides for all ages are combined with an aquarium and with restaurants that offer entertainment.

Inside this colorful structure are half a dozen rides specially scaled down for youngsters. Outside are other, larger rides that include the "Wild Mouse," a roller coaster and "Scooter" bumper cars.

THE SEA AQUARIUM. In a replica of an ocean liner, tanks of fish may be viewed through portholes.

RESTAURANTS. The Frontier Palace offers a varied menu and can-can dancers. The Carnival Club features discothèque dancing.

¶ Admission: children's rides, 20 and 25 cents each (3 for 50 cents, 7 for $1.00); adult rides, 35 cents and up. Hours: 10 a.m. to 2 a.m.



CAROUSEL PARK 143

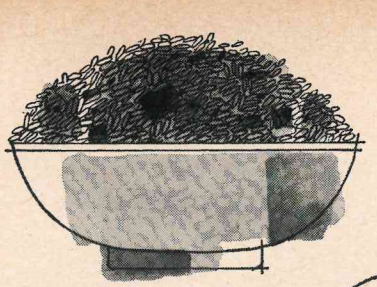
Visitors can ride an oldtime merry-go-round and relax at snack bars and picnic tables.

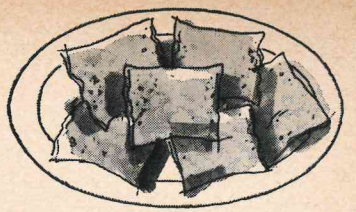
The 62-year-old carousel, a top attraction at Coney Island in the early days of the century, has 72 hand-carved wooden animals; music is provided by two vintage German band organs, one of which is the largest in the world. Visitors who hook the brass ring ride free.

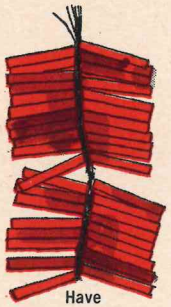
BOARDWALK FUN. On the boardwalk, stands sell light meals, beer and soft drinks, pizza, ice cream and souvenirs. A clown and a baby elephant are on hand.

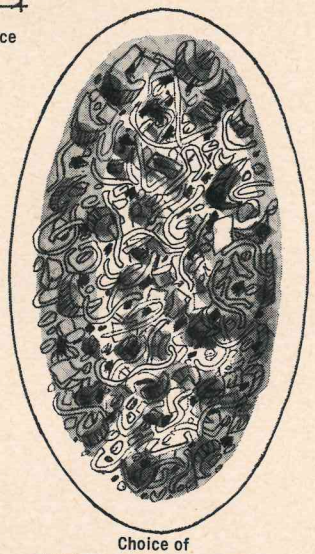
¶ Admission: free; rides, 25 cents. Hours: 10 a.m. to 12 p.m.

The Cities Service World's Fair Band, 50 members strong, makes music on the move while riding about the grounds on a tractor-train. Five times a day the band halts at various points to give concerts, the last one from 7:15 to 8:30 p.m. at the Pool of Industry.


Delicious Fried Rice


Savory Shrimp Egg Roll


Have a bang-up time

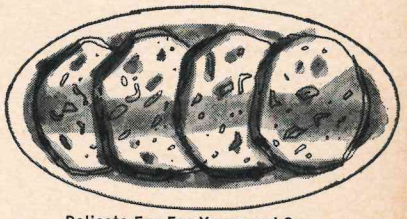

Choice of Chicken or Shrimp Chow Mein

Crispy Chow Mein Fried Noodles

Fortune Cookie

Tasty Fruit Roll

Beverage of your choice

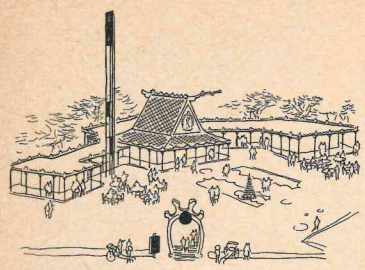

Delicate Egg Foo Young and Sauce

Enjoy these 7 delicious varieties in a complete Chinese Dinner, plus your choice of beverage-all for only 99¢

Where? At the Chun King Inn at the World's Fair. Plush oriental surroundings. Landscaped gardens. Charming Chinese waitresses. All for 99¢. Or, if you prefer, order a fabulous double Hong Kong Burger with fried rice, fruit roll, fortune cookie and beverage, also for only 99¢. We'll expect you.

CHUN KING INN

Just over the Bridge to the Lake area.

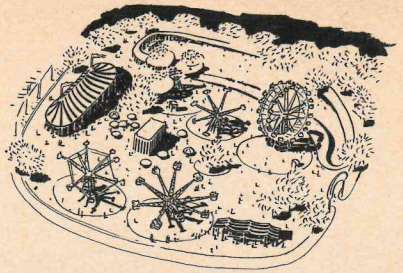


CHUN KING INN 142

A pagoda-style restaurant with a lake-dotted garden offers comfortable, inexpensive dining.

Two buffet menus are offered, each at 99 cents including beverage. One is a lunch or dinner featuring seven varieties of familiar Chinese foods. The other is a "Hong Kong Burger," a double-decker hamburger with bean sprouts, cheese, lettuce and a special sauce.

A diner samples spicy relishes at India's pavilion. There are more than 110 eating places at the Fair; the 61 in the International Area offer food from all over the world.

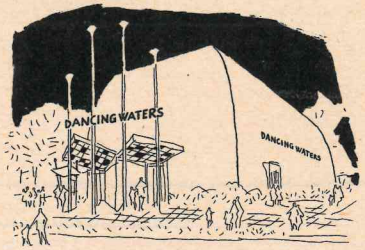


CONTINENTAL PARK 141

The area includes rides, a children's zoo, a gorilla compound and picnic facilities.

Fairgoers may take their pick of five amusement-park rides and race small gasoline-driven "go-karts" around a 300-foot track. In a zoo tent, children may feed tame animals. Nearby, Gargantua II and M'Toto, said to be the oldest and largest gorillas in captivity, are on view in a "jungle compound."

¶ Admission: rides, 35 cents each or three for $1.00; go-karts, 50 cents a ride; zoo tent, 25 cents; gorilla compound, 25 cents. Hours: 10 a.m. to 10 p.m. or later.

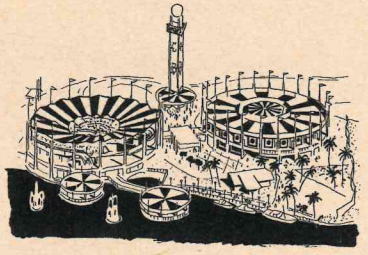


DANCING WATERS 149

Colored lights, music and 4,000 moving jets of water are combined to create a variety of unusual effects.

An operator at an organlike console controls the lights and direction and height of the water jets. Patrons sit under a plastic bubble supported by air pressure.

¶ Admission: adults, 75 cents; children, 50 cents. Hours: 10 a.m. to midnight.



FLORIDA 159

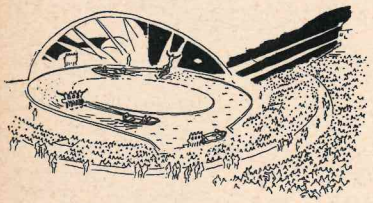
A giant orange on a tower tops displays of sunshine living, space tests at Cape Kennedy and a free, live-porpoise show.

The State Exhibit Hall contains exhibits of fine art and shows the life, sports and produce of Florida. Elsewhere are a full-sized Florida home and models of other houses.

PORPOISE SHOW. Porpoises and seals perform in a stadium. The porpoises "sing" and play ball; the seals juggle and catch rings.

SNACKS AND PICNICS. Visitors may buy light refreshments and take them to a nearby picnic area outside the pavilion.

¶ Admission: free.

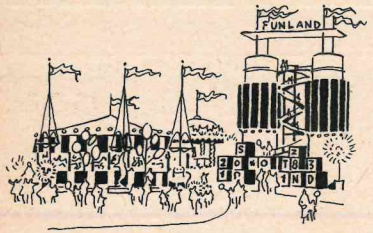


FLORIDA CITRUS WATER SKI SHOW 157

Experts put on an exciting display of aquatic skills.

In a show sponsored by the Florida Citrus Commission, teams of performers water-ski behind fast boats, doing intricate acrobatics, formations and jumps, four times every day between noon and 6 p.m. A highlight of the Seattle Century 21 Exposition, the show is staged on a specially constructed, doughnut-shaped pool in the Amphitheater first used at the 1939/1940 Fair.

¶ Admission: free.



FUNLAND 144

Three exciting rides are offered for children and grownups.

The rides include the "Roto-Jet"; its small cabins are swung high in the air on arms that revolve round a hub like the spokes of a wheel.

¶ Admission: 35 cents a ride; three for $1.00. Hours: 10 a.m. to 10 p.m. or later.

HAWAII 153

The island state comes to life in song and dance, movies, outrigger canoe rides, bright flowers and exotic foods.

Costumed Hawaiian girls greet fairgoers with leis and introduce them to displays of the history and culture of this melting pot of the Pacific. Hawaiian artisans work on handicrafts in a reproduction of an old-fashioned island village. The state's tourist attractions and industries are on exhibit, and its products are sold in shops.

ALOHA THEATER. Color movies of the islands are shown daily between 10 a.m. and 2 p.m., and a 20-minute stage show of Hawaiian songs and dances is presented twice an hour between 2 p.m. and 10 p.m.

CANOE RIDES. Beach boys take fairgoers for trips on Meadow Lake in replicas of ancient outrigger canoes.

RESTAURANTS. The Five Volcanoes Restaurant has buffet luncheons; at night, a three-hour, 12-course *luau* is held outdoors, complete with traditional dishes, rituals and dances.

VISIT WALT DISNEY'S SKYWAY AT THE FORD MOTOR COMPANY PAVILION

THE TOTAL PERFORMANCE FORD GALAXIE 500 LTD 4-DOOR HARDTOP

Is there nothing exclusive left for the rich?
For instance—what car offers you more luxury than Ford's new Galaxie 500 LTD? LTD has: a new, stronger body creating a new level of quiet comfort; upholsteries so costly they are matched by few cars at any price; richly panelled interiors; lights everywhere—in the doors, ash tray, glove box, trunk. Silent-Flo ventilation system is standard on the 4-door LTD. In fact, LTD has everything but a luxury car price. (Probably you can do without that!)

Best year yet to go Ford!
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IN TANGANYIKA...

OR IN AUSTRALIA...

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OR IN THE BAHAMAS...

Wherever you go...

No matter what corner of the world you come from, you'll be glad to find an old familiar friend here at the World's Fair—Canadian Club! Why this whisky's universal popularity? It has the lightness of Scotch *and* the smooth satisfaction of Bourbon. No other whisky tastes quite like Canadian Club. You can stay with it all evening long—in short ones before dinner, in tall ones after. You owe it to yourself to start enjoying Canadian Club—the world's lightest whisky—this very evening.

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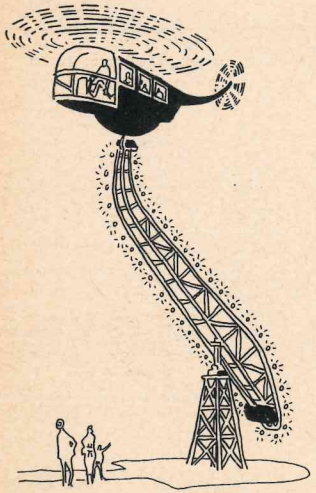
BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
SUPPLIERS OF "CANADIAN CLUB" WHISKY
HIRAM WALKER & SONS LIMITED
WALKERVILLE, CANADA

The Lava Pit Bar serves exotic island drinks.

¶ Admission: 25 cents. Stage show: $1.00. Outrigger rides: adults, $1.00; children, 50 cents. Hours: 10 a.m. to midnight.

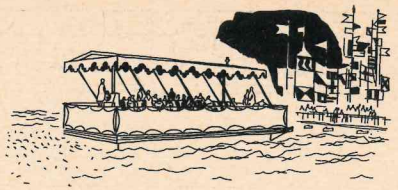


JAYCOPTER RIDE 150

Visitors may enjoy the sensations of flying in a helicopter and piloting on their own.

This electrically powered device, developed to train pilots, is attached to a tower and takes 16 passengers up to 100 feet. Would-be pilots can try their hand at 23 small models with controls just like those in the real machine.

¶ Admission: $1.00 for ride; 25 cents to operate small models. Hours: 10 a.m. to 10 p.m. or later.

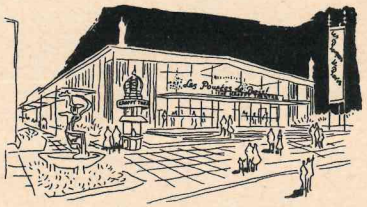


LAKE CRUISE 155

A leisurely 20-minute ride on Meadow Lake provides various scenic views of the Fair.

Plexiglas-canopied boats, 30 feet long, carry 20 passengers each, plus a guide who points out the Florida and Hawaii pavilions, the full-sized replica of Columbus' *Santa Maria* and other objects of interest.

¶ Admission: adults, $1.00; children 6 to 16, 50 cents; children under 6, free when accompanied by parents and not occupying seats. Hours: 10 a.m. to 2 a.m.



LES POUPEES DE PARIS 146

A cast of 200 puppets plays among spectacular settings in a 40-minute musical revue.

Sid and Marty Kroffts's famous puppets—some miniature, others nearly life-sized, some 15 of them caricatures of Hollywood stars—

Discover your most exciting "natural look"

Ride the new Clairol Color Carousel

...bigger, better, even more fun in '65!

Ladies — there's no beauty experience like it anywhere! Clairol's totally new concept of total beauty: hair color and cosmetics specifically coordinated to compliment you. It could change your looks! It could change your life!

See yourself as a blonde, brunette or redhead! A Clairol Consultant will give you a personal beauty analysis, plus your very own fabulous formula for the totally "natural look" you love!

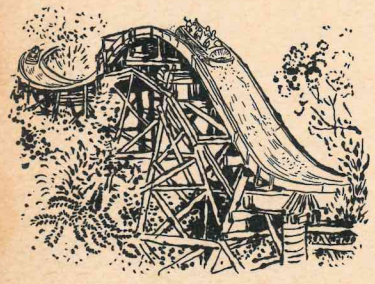
Come to Clairol first. You'll enjoy *everything* more afterwards.

B10 at the Fountain of Planets just up the Central Mall from the Unisphere.

©Clairol Inc. 1965

sing, act and dance in an entirely new 1965 show, to original recorded music by Sammy Cahn and Jimmy van Heusen. Sets include elaborate stagings of waterfalls, fireworks and an ice show.

¶ Admission: $1.00. Continuous performances from noon to midnight daily.



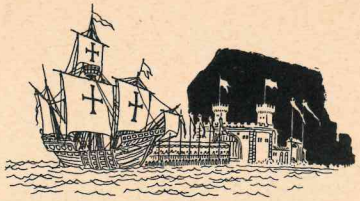
LOG FLUME RIDE 147

A trip on a water-borne roller coaster ends with a big splash into swirling rapids.

Passengers take a three-and-a-half-minute ride in small, four-seat boats in the shape of hollowed-out logs. They are propelled at 10 feet a second along a lively series of inclines and sharp curves, and finally shoot down a 45° slide into a whirling, eddying pool.

¶ Admission: 75 cents; children, 50 cents. Hours: 10 a.m. to 2 a.m.

Telegrams may be sent at the Western Union office in the American Express pavilion.



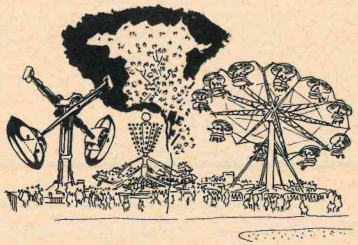
"SANTA MARIA" 158

A full-sized replica of Columbus' flagship is moored at the end of a 15th Century Spanish wharf.

The 110-ton ship was built in Spain. Her authenticity is the result of patient research by museum curators in Barcelona and Washington, D.C. Life-sized figures represent Columbus and his crew.

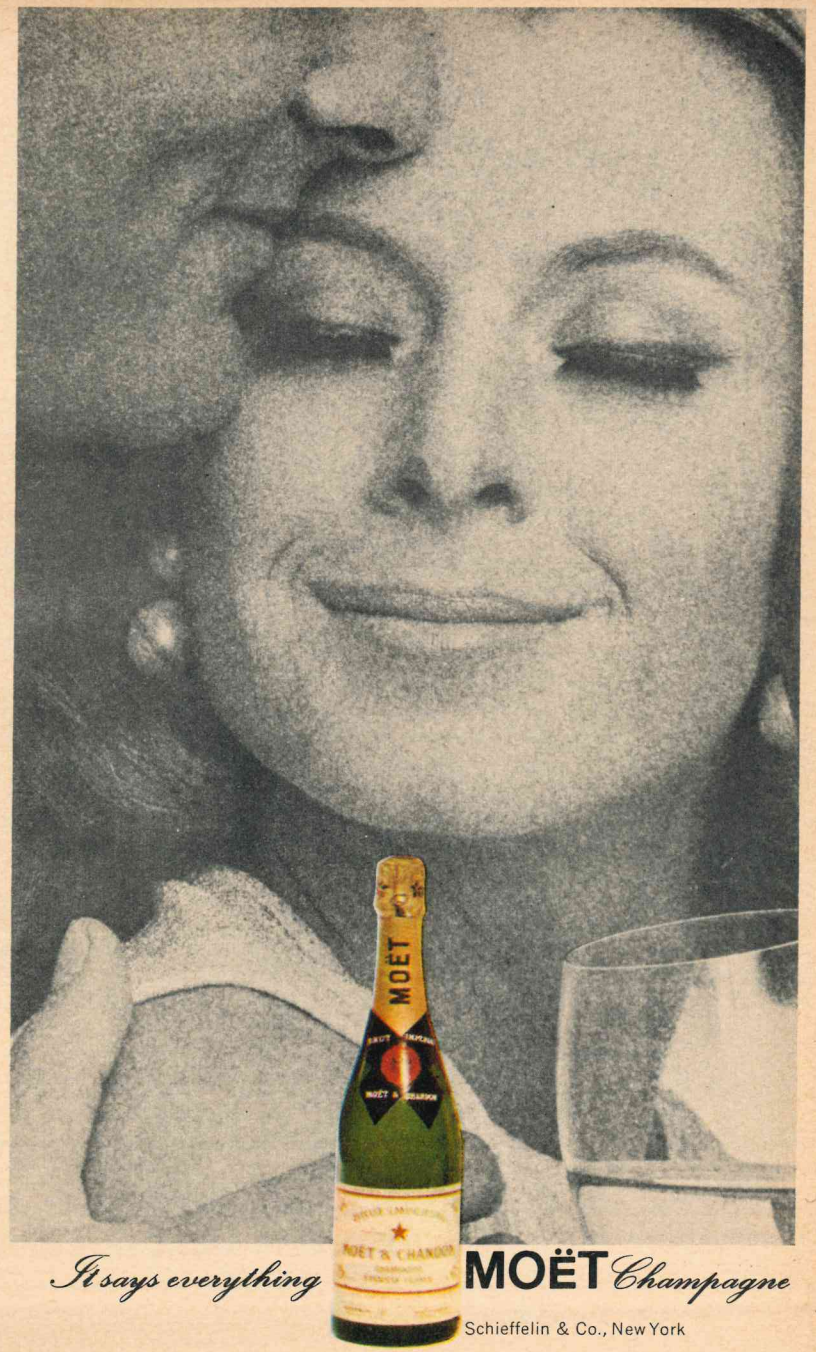
CASTLE PIER. The 180-foot floating pier is entered over a drawbridge through a castle gateway. Twelve dioramas trace Columbus' life from his youth to his return after discovering the New World.

¶ Admission: adults, $1.00; children 6 to 12, 50 cents; children under 6, free.



THRILL RIDES 154

Three different rides provide the traditional fun of a fair.



It says everything MOËT *Champagne*

Schieffelin & Co., New York

See all this at the Fabulous

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FLORIDA

STATE EXHIBIT

O.J.

FREE! FLORIDA CITRUS WATER SKI SHOW

Courtesy Florida Citrus Commission
4 Shows Daily amphitheatre, 8,000 seats.
1 P.M. — 2:30 P.M. — 4 P.M. — 5:30 P.M.
Take Florida Citrus Express from Unisphere to Amphitheatre at Lake Area.

FREE! FLORIDA LIVE PORPOISE SHOWS

1,600 seats
7 Shows daily
on the hour beginning
at 11:00 A.M.

FREE! FABULOUS FLORIDA EXHIBITS

including Everglades Area and Tropical Gardens.
50 exciting exhibits in Exhibition Hall.
Florida Model Home.

Visit the
MINUTE MAID
Company Exhibit

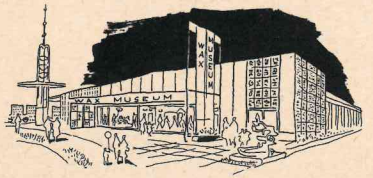
At the base of the Florida Citrus Tower. Enjoy cool, refreshing Minute Maid, Snow Crop and Hi-C Juices and Drinks.

For free information about Florida — visit the Florida Development Commission Travel Center.

The "Flying Coaster" has seats which buck at the ends of long arms. In the "Paratrooper," buckets swing outward from a rotating wheel. The "Looper Plane" has enclosed cockpits which corkscrew.

¶ Admission: 35 cents each ride or three rides for $1.00. Hours: 10 a.m. to 10 p.m. or later.

"A Fingertip Trip through the Fair," a guide in Braille and print, may be had at Travelers Aid in the Singer Bowl or for 10 cents and a self-addressed stamped envelope from *Mr. A. Sperber, Kew Gardens, N.Y.*



WALTER'S INTERNATIONAL WAX MUSEUM 145

Figures in this collection of life-sized images range from Lady Godiva to the Beatles.

The 160-odd wax figures, comprising the largest collection of its kind in the United States, are valued at two million dollars. Among them are Cleopatra, Superman, five of the last six U.S. Presidents and a large representation of *The Last Supper* by Leonardo da Vinci.

¶ Admission: adults, $1.00; children under twelve, 50 cents. Hours: 10 a.m. to midnight.

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Time-Life Books publishes this World's Fair Guide. We also publish more than 90 other books. We'd like to send you an "exhibit" of these volumes—our new, 40-page illustrated catalog that lists and describes every volume. Here's rich material for every reader—hardbound, beautifully-made volumes that range from the wildlife of tropical Asia to the social mores of the English upper class. The catalog is a real find for armchair adventurers, students, travelers, families, researchers, collectors.

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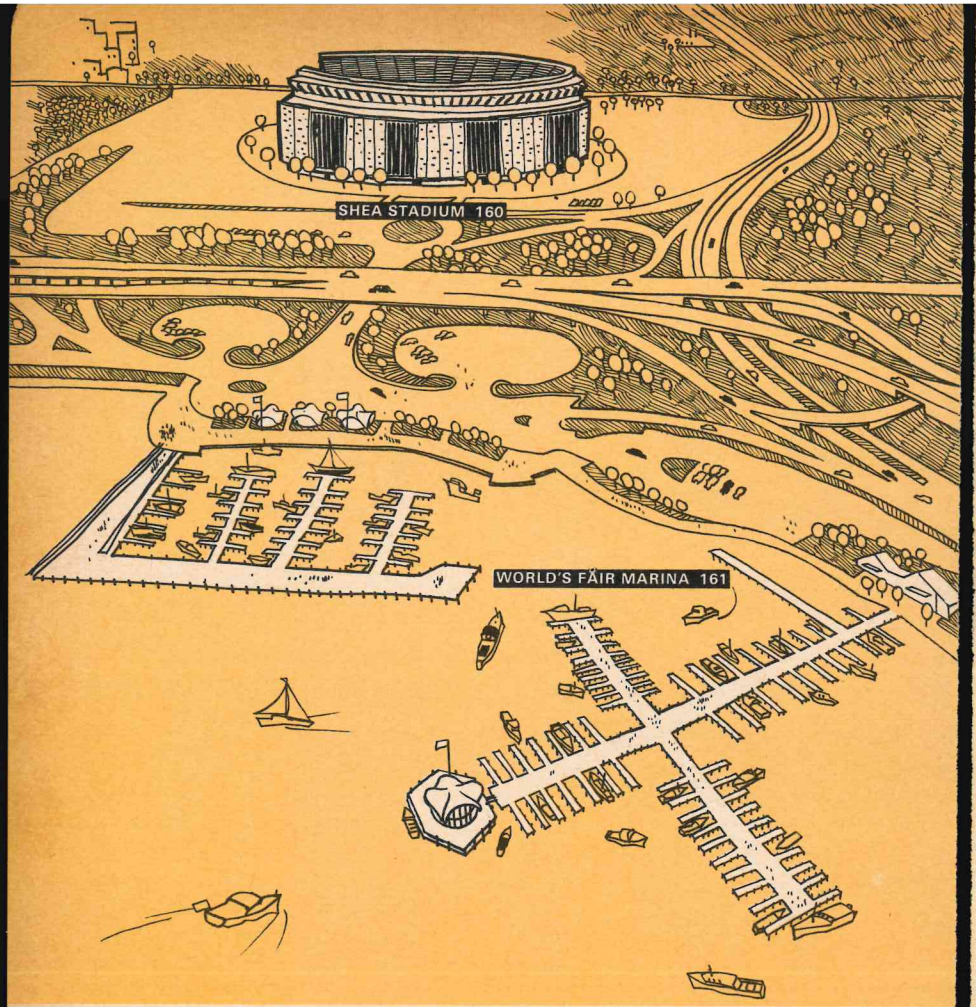
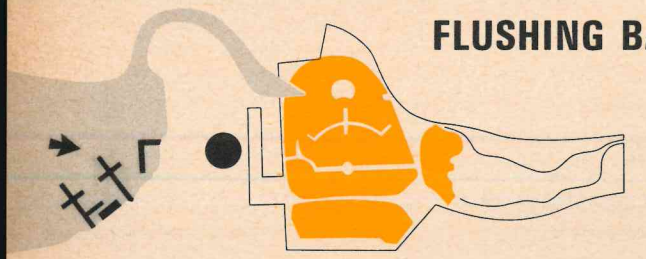
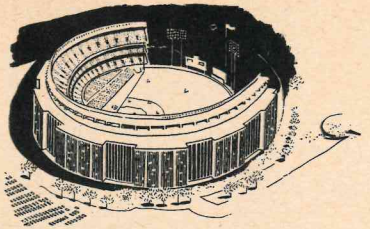


FLUSHING BAY AREA



Buses to the Marina leave Gate 2 of the Fair every 20 minutes; one-way fare is 15 cents. Antique cars carrying groups also make the trip from Gate 2 (one-way fare, 50 cents per person). For motorists, the Marina has its own 1,500-car parking lot.



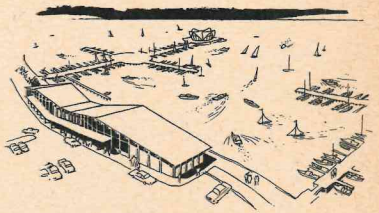
SHEA STADIUM 160

This home of two teams—the New York Mets (baseball) and Jets (football)—is one of the most modern stadiums in the world.

Long after the Fair has gone, the city's new Shea Stadium will remain as the latest word in comfort, convenience and design for sporting arenas. It seats 55,000 for baseball; for football, 10,000 of these seats in two arc-shaped stands are moved on tracks to provide better sideline viewing, and 5,000 bleacher seats are set up at the arena's open end. During the season the Mets and Jets play all their home games at the Stadium. When the teams are away, special events such as college football games are sometimes presented.

ALL THE CONVENIENCES. Among the features of this unique ball park is its columnless structure, which enables all patrons to enjoy an unobstructed view of the field. To help fans find their seats, each level of the Stadium is a different color—blue, green, orange, yellow and white—and tickets and the Stadium's 21 escalators are color-keyed to match. There are some 40 acres of parking space (which fairgoers may use between sports events), as well as plenty of snack stands and 54 restrooms.

¶ Admission to Met games: box seats, $3.50; reserved seats, $2.50; general admission, $1.30.



WORLD'S FAIR MARINA 161

Fairgoers can watch yachtsmen and small-boat buffs at work, and tour a Coast Guard exhibit.

One of the Fair's permanent installations, this 800-boat docking and mooring facility is among the largest on the East Coast. It also serves as a terminal for commercial charter craft and hydrofoils to and from New York City.

SHORE ESTABLISHMENTS. There are shops, a boat lift and restaurant, and displays by the U.S. Coast Guard and Evinrude and Johnson Motors. The Coast Guard shows radar and radio search equipment in action. Evinrude displays the world's fastest outboard motor and runs a message service for yachtsmen. Johnson features charts of North American coastlines and inland waterways, displays of motors and a hospitality service.

¶ Admission: free.

NEW YORK:
A WORLD TO SEE

For fairgoers, the city offers a world of attractions of its own: museums, concerts, plays, sports, shopping, sightseeing. Among the more spectacular sights is this view of Lower Manhattan, where Wall Street's towers crowd Battery Park. Ferries leave here for the Statue of Liberty and Staten Island, affording unforgettable views of the skyline and the huge new Verrazano-Narrows Bridge across Lower New York Bay.

MAESTRO and daughter at rehearsal.

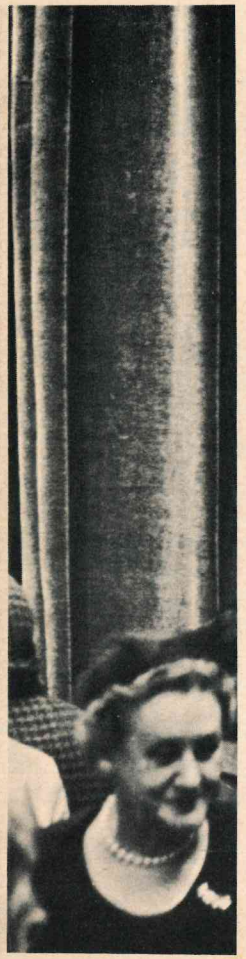
LINCOLN CENTER: SHOWCASE OF THE ARTS

Seen glittering at left is the newest gem in the city's cultural crown, the New York State Theater, which opened last year as the second of six buildings in the Lincoln Center for the Performing Arts. Nearby in Philharmonic Hall is the 123-year-old New York Philharmonic orchestra under conductor Leonard Bernstein *(see above—and schedules, page 253)*. Still to be completed are the Metropolitan Opera House, a repertory theater, a library-museum and the Juilliard music school.

RICH SPARKLE of State Theater's faceted lights and gilded décor sets off first-nighters at the ballet.

NEW YORK'S MUSEUMS AND GALLERIES: TREASURE HOUSES OF ART

New York contains some of the finest museums and art collections in the world. A visitor with wide-ranging tastes and untiring feet could spend several weeks in dozens of galleries, exploring everything from dinosaur skeletons to masterpieces by Rembrandt, Picasso and Matisse. Those with limited time are advised to visit at least the more famous places: the Metropolitan Museum of Art, the Museum of Modern Art, the Cloisters, the American Museum of Natural History and the Guggenheim Museum. (For details of these and others, see page 248.)



NEW MUSEUM, the Gallery of Modern Art, on Columbus Circle, was completed last year by Huntington Hartford for his own large collection.

OLD MASTERPIECE, Rembrandt's "Aristotle Contemplating the Bust of Homer," is at the Metropolitan, which paid $2.3 million for it.

SHEA STADIUM: SPORTING NEIGHBOR TO THE FAIR

Right across from the World's Fair stands the sweeping arc of the new 55,000-seat Shea Stadium, opened for use last year as one of the most modern arenas in the nation. Here

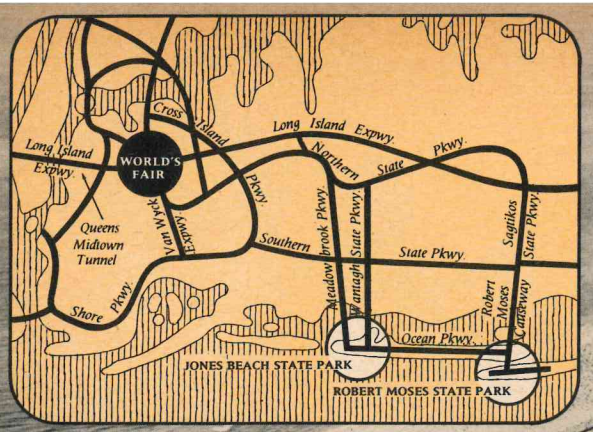
the New York Mets play baseball from April to October *(see schedules, page 256);* the Jets take over for football in the fall. The New York baseball Yankees and football Giants have their own stadium in the Bronx. The city also offers facilities for almost every other kind of sport, from international soccer to horseshoe-pitching in the parks.

OVER-ALL VIEW of the U.N.

THE UNITED NATIONS: FORUM FOR THE WORLD

One of the top tourist sights of New York is the United Nations Headquarters, where the 114 member nations meet to thrash out their problems. The impressive complex —including the 39-story Secretariat, the domed General Assembly, the Conference Building and the Dag Hammarskjöld Library—rises by the East River on international territory. Visitors may attend meetings, take guided tours, eat in the Delegates' Dining Room and mail letters with the U.N.'s own stamps.

GIRL GUIDE—one of 120 from 34 nations—describes what is going on at a Security Council session.



JONES BEACH: SEASIDE MECCA FOR SUN AND SPECTACLE

A 33-mile drive from Manhattan *(see map)*, Jones Beach has over six miles of beaches on the ocean and a calm bay. The 2,413-acre area has bathhouses, a heated pool, fishing, archery, pitch-and-putt golf, dancing and restaurants. Every night all summer the Marine Theater *(right foreground)* puts on the Guy Lombardo musical show, *Mardi Gras!*

MUSEUMS OF NEW YORK

New York is famous for its museums, and excellent ones are to be found in every part of the city. Some of the best known, and their special attractions, are listed below. Admission is free unless indicated.

Art

ASIA HOUSE GALLERY, at 112 E. 64th Street, displays Oriental art in special exhibits. "Mingei: Folk Arts of Old Japan" opens May 6. The gallery is open weekdays, 10 a.m. to 5 p.m.; Saturdays, 11 a.m. to 5 p.m.; Sundays and holidays, 1 p.m. to 5 p.m. (closed between shows).

THE BROOKLYN MUSEUM, Eastern Parkway at Washington Avenue, Brooklyn, exhibits American paintings and prints, a distinguished Egyptian collection, and primitive art from Latin America, Africa and the Pacific islands. A new Gallery of New World Indian Culture opens May 2. The museum is open weekdays and Saturdays, 10 a.m. to 5 p.m.; Sundays and holidays, 1 p.m. to 5 p.m.

THE CLOISTERS, Fort Tryon Park, is a branch of the Metropolitan Museum of Art devoted to medieval European art, including a Romanesque chapel and parts of four cloisters from French monasteries. Open Tuesday through Saturday, 10 a.m. to 5 p.m.; Sundays and holidays, 1 p.m. to 5 p.m. (6 p.m. in summer); closed Mondays.

FRICK COLLECTION, Fifth Avenue at 70th Street, displays paintings, bronzes and furniture of the 14th to 19th Centuries in what was the elegant mansion of Henry C. Frick. Open Tuesday through Saturday, 10 a.m. to 6 p.m.; Sundays and minor holidays, 1 p.m. to 6 p.m.; closed Mondays and major holidays. During June, July and August the hours are Thursday through Saturday, 10 a.m. to 6 p.m.; Wednesdays and Sundays, 1 p.m. to 6 p.m.; closed Mondays and Tuesdays. No children under 10.

GALLERY OF MODERN ART, 2 Columbus Circle, exhibits 19th and 20th Century European and American painting and sculpture in a new white marble structure. Open Tuesday through Saturday, 11 a.m. to 7 p.m.; Sunday, noon to 6 p.m.; closed Mondays. Admission: adults, $1.00; children under 12, 25 cents when accompanied by an adult.

THE GUGGENHEIM MUSEUM, at 1071 Fifth Avenue between 88th and 89th Streets, is famous for its 20th Century European and American art, displayed in a distinguished spiral building designed by the late Frank Lloyd Wright. Special exhibit: selections from the Thannhauser collection of Impressionist, Post-Impressionist and 20th Century paintings, April 22 through September 19. Open Tuesday through Saturday, 10 a.m. to 6 p.m.; Thursdays until 9 p.m.; Sundays and holidays, noon to 6 p.m.; closed Mondays. Admission: 50 cents.

THE HISPANIC SOCIETY OF AMERICA, Broadway between 155th and 156th

Streets, displays paintings by such masters as El Greco, Velázquez and Goya, as well as manuscripts, silver, books, ceramics, textiles and furniture. Open Tuesday through Saturday, 10 a.m. to 4:30 p.m.; Sundays, 2 p.m. to 5 p.m.; closed Mondays and major holidays.

THE JEWISH MUSEUM, Fifth Avenue at 92nd Street, exhibits art works and modern Jewish ceremonial objects. Open Monday through Thursday, noon to 5 p.m.; Fridays, 11 a.m. to 3 p.m.; Sundays, 11 a.m. to 6 p.m. Closed Saturdays. Admission: 50 cents; children under 12, 25 cents.

METROPOLITAN MUSEUM OF ART, Fifth Avenue and 82nd Street, has the nation's most comprehensive collection of art. It also offers a Junior Museum, a Costume Institute and free lectures. A special exhibit, "Three Centuries of American Painting," runs through October 17. There is an attractive cafeteria and a snack bar. Open weekdays and Saturdays, 10 a.m. to 5 p.m.; Sundays and holidays, 1 p.m. to 5 p.m.

MUSEUM OF CONTEMPORARY CRAFTS, 29 W. 53rd Street, is the only museum in the United States devoted entirely to handicrafts. Open Monday through Saturday, noon to 6 p.m.; Sundays, 2 to 6 p.m. Admission: 25 cents.

MUSEUM OF EARLY AMERICAN FOLK ARTS, 49 W. 53rd Street, specializes in the arts and crafts of the early settlers. Special exhibits: "The Hudson Portrayed by James and John Bard," through May 30; "Jacob Maentel—a Folk-Art Whodunit" and "Weathervanes and Whirligigs," both June 8 through August 29. Open Tuesday through Sunday, 10:30 a.m. to 5:30 p.m. Admission: 25 cents.

MUSEUM OF MODERN ART, 11 W. 53rd Street, houses an outstanding collection of contemporary paintings. Recently expanded, the museum includes a sculpture garden and outdoor restaurant, a bookshop, and a film theater where movie classics are shown daily at 3 and 5:30 p.m. (Thursdays at 8 p.m.). Special exhibits: "Modern Architecture, U.S.A.," May 18 to September 6; "Giacometti," a retrospective show of sculpture, drawings and prints, June 9 to October 10. Open daily, 11 a.m. to 6 p.m.; Thursdays, to 9 p.m.; Sundays, noon to 6 p.m. Admission: $1.00; children, 25 cents.

MUSEUM OF PRIMITIVE ART, 15 W. 54th Street, features art forms of primitive cultures, both ancient and modern. Special exhibits include "Oceanic and African Art," May 19 through September 12. Open Tuesday through Saturday, noon to 5 p.m.; Sundays, 1 p.m. to 5 p.m.; closed Mondays. Admission: 50 cents; students, 25 cents.

RIVERSIDE MUSEUM, 310 Riverside Drive at 103rd Street, presents exhibits by contemporary painters and sculptors. The permanent collection includes Tibetan, Nepalese, Japanese and American art. Open Tuesday through Sunday, 1 p.m. to 5 p.m.; closed Mondays, holidays, and all July and August.

WHITNEY MUSEUM OF AMERICAN ART, 22 W. 54th Street, has displays of contemporary American paintings

and sculptures. Special exhibits: "Contemporary American Drawings," April 28 to June 6; "Young America: 1965," June 14 to September 7. Open daily, 1 p.m. to 5 p.m.; closed on major holidays.

Historical

MUSEUM OF THE AMERICAN INDIAN, Broadway at 155th Street, has the world's largest collection of Western Hemisphere Indian arts and crafts. Open Tuesday through Sunday, 1 p.m. to 5 p.m.; closed Mondays and holidays.

MUSEUM OF THE CITY OF NEW YORK, Fifth Avenue at 103rd to 104th Streets, presents New York's history in 300 years of artifacts, including costumes, furniture, toys, fire engines, etc. Walking tours to various parts of the city are arranged on alternate Sundays. Open Tuesday through Saturday, 10 a.m. to 5 p.m.; Sundays and holidays, 1 p.m. to 5 p.m.; closed Mondays.

NEW-YORK HISTORICAL SOCIETY, 170 Central Park West between 76th and 77th Streets, maintains art galleries, a museum and a library. Special exhibits: "New York City: Host to the World," memorabilia of famous visitors to New York from 1678 to 1900; "The New York Crystal Palace, America's First World's Fair, 1853-1854." Galleries are open Sundays and Tuesday through Friday, 1 p.m. to 5 p.m.; Saturdays, 10 a.m. to 5 p.m.; closed Mondays and major holidays.

STATEN ISLAND HISTORICAL SOCIETY, Court and Center Streets, Richmondtown, Staten Island, has various displays on the island's history. Open Tuesday through Saturday, 2 p.m. to 5 p.m.; Sundays, 2 p.m. to 6 p.m.; closed Mondays.

Libraries

THE NEW YORK PUBLIC LIBRARY, Fifth Avenue between 40th and 42nd Streets, is the center of the world's biggest public library system. Special exhibits scheduled this season: "Treasures for the Fair," including a 15th Century Gutenberg Bible and the Olive Branch Petition sent to King George III by the Continental Congress in 1775, through July 7; "Dante's 700th Anniversary," July through October. Open weekdays and Saturdays, 9 a.m. to 10 p.m.; Sundays, 1 p.m. to 10 p.m.

THE PIERPONT MORGAN LIBRARY, 29 E. 36th Street, displays rare manuscripts, books and drawings in a luxurious setting. Special exhibit: "Audubon Watercolors and Drawings," June 15 to July 30. Open 9:30 a.m. to 5 p.m.; closed Sundays and holidays, Saturdays from May 29 to July 31, and the entire month of August.

Others

AMERICAN GEOGRAPHICAL SOCIETY, Broadway at 156th Street, maintains the largest geographical library and map collection in the Western Hemisphere. Open weekdays, 9 a.m. to 5 p.m.; closed weekends and holidays.

AMERICAN MUSEUM OF NATURAL HISTORY, Central Park West at 79th Street, has animals, plants and minerals from every age and region. Exhibits include a 67-foot Brontosaurus skeleton, a gallery of American Indian artifacts, and many dioramas of animals in their natural habitats. New Halls of Eskimos, Early Mammals and Primates open this spring. Open weekdays, 10 a.m. to 5 p.m.; Sundays and holidays, 1 p.m. to 5 p.m.

The Hayden Planetarium in an adjoining building gives daily astronomical shows on its huge ceiling chart of the heavens. Admission: days—adults, $1.00, children under 18, 50 cents; evenings—adults, $1.25, children, 75 cents. No child under five admitted.

AMERICAN NUMISMATIC SOCIETY, at Broadway and 155th Street, displays coins, medals and decorations from around the world. Open Tuesday through Saturday, 10 a.m. to 5 p.m.; closed Sundays, Mondays.

THE BROOKLYN CHILDREN'S MUSEUM, 185 Brooklyn Avenue, Brooklyn, has exhibits on science, anthropology and Indians, and a new display of historic dolls. Films, planetarium shows, science demonstrations, a live-animal program and gallery talks are scheduled. Open Monday through Saturday, 10 a.m. to 5 p.m.; closed most Sundays and holidays.

THE COOPER UNION MUSEUM, Seventh Street and Fourth Avenue, has exhibits of decorative arts, including textiles, drawings, silver and ceramics. Open weekdays and Saturdays, 10 a.m. to 5 p.m.; closed Saturdays June 1 to October 1; closed Sundays and holidays.

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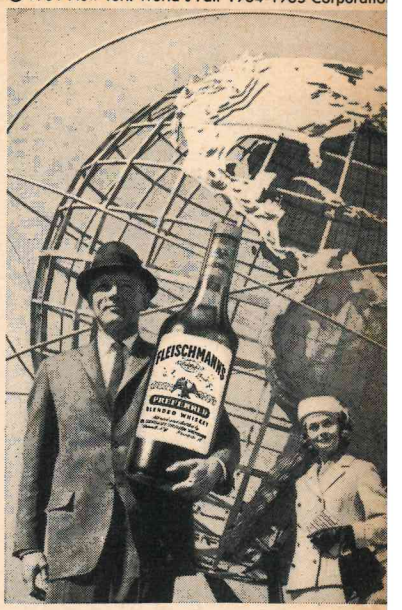

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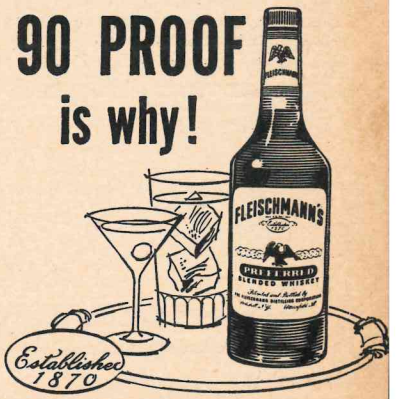

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ZOOS AND GARDENS

For nature lovers, there are no fewer than three zoos, three botanical gardens and an aquarium among the five boroughs of New York City.

Zoos

BRONX ZOO, New York Zoological Park, Pelham Parkway and Southern Boulevard, the Bronx, is one of the largest zoos in the world. Special features include the Red Light Room, an exhibit area lit by red lights that leave it bright enough for visitors to see but dark enough to fool the nocturnal animals into coming out to play; a new Aquatic Birds Building that houses birds in 12 displays creating their natural habitat; and a children's zoo. Open daily, 10 a.m. to 5 p.m.; Sundays and holidays, 10 a.m. to 5:30 p.m. Admission: Friday through Monday, free; Tuesday through Thursday, 25 cents (children under 5, free). Children's zoo: 25 cents.

CENTRAL PARK ZOO, 64th Street and Fifth Avenue, has animal and bird houses around a seal pool. A children's zoo contains farm animals and smaller wild creatures. Open daily, 10 a.m. to 5 p.m.; storytelling sessions at 3:30 p.m., Monday through Friday. Admission to children's zoo: 10 cents.

STATEN ISLAND ZOO, Clove Road and Broadway in West New Brighton, Staten Island, is located in Barrett Park and has a notable reptile collection, plus mammals, birds and tropical fish. Open daily from 10 a.m. to 5 p.m.

Botanical Gardens

BROOKLYN BOTANIC GARDEN at 1000 Washington Avenue near Eastern Parkway, Brooklyn, has tree, shrub and flower collections from Europe, Asia and North America, including a Children's Garden, a Garden of Fragrance for the Blind and an extensive display of bonsai (dwarfed potted trees). The gardens are open daily, 8 a.m. to dusk; Sundays and holidays, 10 a.m. to dusk. Conservatories and greenhouses are open Monday through Saturday, 10 a.m. to 4 p.m.; Sundays and holidays, 12:15 p.m. to 4 p.m.

NEW YORK BOTANICAL GARDEN, Bronx Park, 200th Street near Webster Avenue, the Bronx, displays more than 5,000 species of trees, plants and shrubs from all over the world. Open 10 a.m. to dusk.

QUEENS BOTANICAL GARDENS, 43-50 Main Street, Flushing, Queens, is the Fair's next-door neighbor. Seasonal displays include a rock garden, rose bushes and flowering bulbs. Open daily, 9 a.m. to dusk.

Aquarium

NEW YORK AQUARIUM, 8th Street and Surf Avenue in Coney Island, Brooklyn, displays rare and beautiful fish as well as whales, walruses, seals and penguins. Open 10 a.m. to 5 p.m. through May 29; 10 a.m. to 10 p.m. from May 30 through Sept. 6; closed Mondays and Tuesdays in winter. Admission: 90 cents; children 5 to 17, 45 cents.

MUSIC, DANCE AND DRAMA

There are hundreds of stage and concert performances in the New York area every year—operas, symphonies, Broadway shows, small recitals, jazz concerts, folk dances. A few highlights from the current season are listed here.

Concerts

FRENCH-AMERICAN FESTIVAL at Philharmonic Hall, Lincoln Center. The New York Philharmonic and chamber music groups play selections by various French and American composers for three weeks, beginning Bastille Day, July 14. Admission: $2.00 to $5.00.

PROMENADE CONCERTS, Philharmonic Hall, Lincoln Center, feature the New York Philharmonic performing light classical selections. Concerts begin at 8:30 p.m., Tuesday through Saturday, June 2 to July 3. Admission: $2.50 to $5.00.

THE BBC SYMPHONY makes its U.S. debut at Carnegie Hall, Seventh Avenue at 57th Street, in a festival of 20th Century music. Friday and Saturday evenings at 8:30, April 30 through May 15. Admission: $2.00 to $4.95.

STADIUM CONCERTS, Lewisohn Stadium, Amsterdam Avenue at 138th Street. The Metropolitan Opera presents concerts and concert versions of opera; there are also programs of light classical music and jazz. Concerts are held Monday, Wednesday, Friday and Saturday nights from June 21 to September 7. In case of rain, they are performed the following night. Admission: 50 cents to $4.50.

Music in the Park

SYMPHONY CONCERTS. The New York Philharmonic presents a program of concerts in four city parks, August 9 to 29, performing one concert each week in Central Park's Sheep Meadow, in the Music Grove in Brooklyn's Prospect Park, in Queens' Crocheron Park and in Staten Island's Clove Lake Park. Admission: free.

SEUFFERT BAND CONCERTS take place at the Music Grove in Forest Park, Queens, bandmaster George Seuffert conducting; Sunday afternoons at 3 p.m., starting June 20; Wednesday evenings at 8, from June 23 through mid-September. Admission: free.

GUGGENHEIM CONCERTS, performed by the Goldman Band, take place Sunday, Monday, Wednesday and Friday evenings on the Mall in Central Park, and Thursday and Saturday nights in Brooklyn's Prospect Park. Concerts start at 8:30 p.m., June 16 through August 13. Admission: free.

FOREST HILLS MUSIC FESTIVAL. A number of well-known headliners in popular music appear in concerts in the Forest Hills Stadium, at the famous tennis grounds, Forest Hills, Long Island, during July and August. Listings appear in the newspapers. Admission varies.

continued

Dance

THE MOISEYEV DANCE COMPANY of Leningrad performs at the Metropolitan Opera House, May 18 to May 29, every evening except Monday, with matinees Saturday and Sunday. Admission: $2.50 to $12.50. The company also performs at Madison Square Garden from June 15 through June 27. Admission prices to be announced.

NEW YORK CITY BALLET COMPANY, New York State Theater, Lincoln Center, offers modern and classical ballets from April 20 to June 13, Tuesday through Sunday evenings, with matinees Saturday and Sunday. Admission: $1.95 to $4.95.

ROYAL BALLET of Britain performs at the Metropolitan Opera House, at Broadway at 39th Street, April 21 through May 16, every night except Monday, matinees Saturday and Sunday. Admission: $2.50 to $12.50.

Plays and Musicals

CITY CENTER LIGHT OPERA, New York City Center, 131 West 55th Street, opens its season of revivals of outstanding musicals April 28 with *Guys and Dolls.* Performances every evening, Tuesday through Sunday, with matinees Saturday and Sunday. Admission: $1.95 to $4.95.

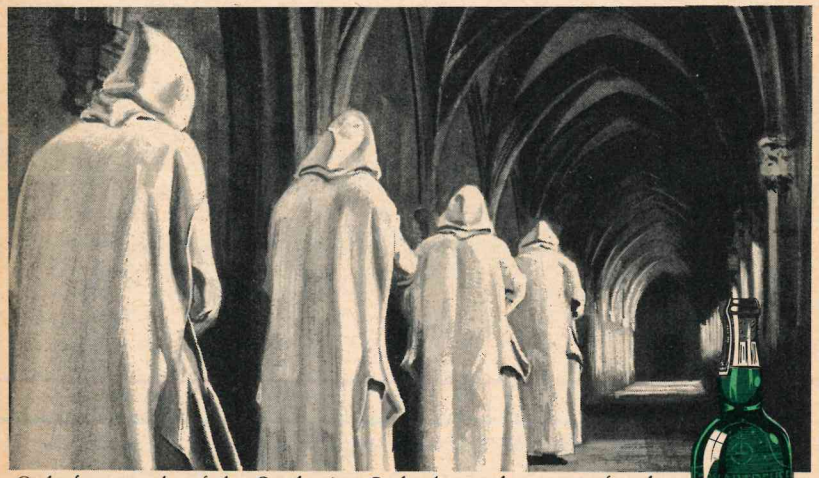
JONES BEACH MARINE THEATER stages Guy Lombardo's spectacular musical, *Mardi Gras!,* based on the legend of New Orleans, with music by Carmen Lombardo and John Jacob Loeb. Performances are given nightly, June 26 to September 5. Admission: $2.00 to $5.00.

MUSIC THEATER of Lincoln Center, at New York State Theater, Lincoln Center, stages Wright and Forrest's *Kismet,* June 21 through July 31, and Rodgers and Hammerstein's *Carousel,* August 9 through September 18. Admission: $6.00 top.

NEW YORK SHAKESPEARE FESTIVAL, at the outdoor Delacorte Theater in Central Park, performs Tuesday through Sunday evenings: *Love's Labour's Lost,* June 8 through July 3; *Coriolanus,* July 7 through July 31; and *Troilus and Cressida,* August 4 to 28. Admission: free.

REPERTORY THEATER of Lincoln Center, performing at the ANTA Washington Square Theater, 40 West 4th Street, presents noted plays every evening except Monday; matinees Saturday and Sunday. Admission: $2.00 to $6.50.

BROOKLYN ACADEMY OF MUSIC, Lafayette Avenue and Ashland Place, Brooklyn, sponsors four performances during the spring season: April 24, *Carmen;* May 1, *La Bohème;* May 8, *Madame Butterfly;* May 15, *Die Fledermaus.* Admission: $4.00 top.



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SCHEDULES OF SPORTS EVENTS

Among the sports activities held in metropolitan New York during the Fair season are baseball, soccer, golf, tennis and horse racing, plus minor events. Admissions vary.

Baseball

THE NEW YORK YANKEES, at Yankee Stadium, River Avenue and 161st Street, the Bronx.

GAME TIMES
Weekdays, 2 p.m.
Sunday doubleheader (D), 1 p.m.
Night (N), 8 p.m.
Suburban night (SN), 7 p.m.
Twi-night doubleheader (TN), 5.

ADMISSION
75 cents to $3.50.

DATES

April
21, 22, Minnesota.
23, 24, 25, Los Angeles.
27, 28, Kansas City.
30 (N), Baltimore.

May
1, 2, (D), Baltimore.
18 (N), 19 (SN), 20, Boston.
21 (N), 22, 23 (D), Washington.
24 (N), 25, Cleveland.
31 (D), Detroit.

June
2 (SN), Detroit.
4 (N), 5, 6 (D), Chicago.
15 (N), 16 (SN), 17 (N), Baltimore.
18 (N), 19, 20 (D), Minnesota.
22 (N), 23 (SN), 24, Kansas City.
25 (N), 26, 27, Los Angeles.

July
15 (N), 16 (N), 17, 18, Washington.
19 (N), 20, Boston.
21 (SN), 22, Chicago.
27 (N), 28 (SN), 29, Detroit.
30 (N), 31, Cleveland.

August
1 (D), Cleveland.
10 (N), 11 (SN), 12 (N), Minnesota.
13 (N), 14, 15 (D), Kansas City.
17 (N), 18 (SN), 19, Los Angeles.

September
3 (N), 4 (TN), 5, Boston.
6 (D), Baltimore.
8 (SN), Washington.
17 (N), 18 (N), 19, Detroit.
21 (N), 22 (SN), 23, Cleveland.
24 (N), 25, 26, Chicago.

THE NEW YORK METS, Shea Stadium, adjacent to the fairgrounds, 126th Street and Roosevelt Avenue.

GAME TIMES
Afternoon, 2 p.m.
Night (N), 8 p.m.
Doubleheader (D), 1 p.m., weekdays; 1:05 p.m., Sundays.

ADMISSION
75 cents to $3.50.

DATES

April
12, Los Angeles.
14, 15, Houston.
17, 18 (D), San Francisco.

May
4 (N), 5 (N), Philadelphia.
7 (N), 8, 9 (D), Milwaukee.

11 (N), 12, St. Louis.
14 (N), 15, 16 (D), Cincinnati.
26 (N), 27, Chicago.
28 (N), 29, 30 (D), Pittsburgh.

June
8 (N), 9 (N), 10 (N), San Francisco.
11 (N), 12, 13 (D), Los Angeles.
28 (N), 29 (N), Milwaukee.
30 (N), Cincinnati.

July
1, Cincinnati.
2 (N), 3 (N), 4, St. Louis.
5 (D), 7, Chicago.
9 (N), 10, 11 (D), Houston.
23 (N), 24, 25 (D), Philadelphia.

August
3 (N), 4, 5 (N), Pittsburgh.
6 (N), 7, 8 (D), Chicago.
20 (N), 21, 22 (D), St. Louis.
23 (N), 24 (N), 25 (N), 26 (N), Los Angeles.
27 (N), 28 (N), 29, San Francisco.
31 (N), Houston.

September
1, 2, Houston.
10 (N), 11, 12, Milwaukee.
14 (N), 15 (N), 16, Cincinnati.
28 (N), 29, Pittsburgh.

October
1 (N), 2, 3, Philadelphia.

SPECIAL BASEBALL GAMES. The Yankees meet the Mets in the Mayor's Trophy Game, to be played this summer at Yankee Stadium (date to be announced). The Yankees celbrate Old Timers' Day July 31.

Golf

THE THUNDERBIRD CLASSIC GOLF TOURNAMENT, Westchester Country Club, Harrison, New York. Top pros compete for $105,000 in prize money, July 28 to August 1. Admission: $5.00 daily.

Soccer

INTERNATIONAL SOCCER LEAGUE, Downing Stadium, Randall's Island, is an association of major teams from 11 nations playing in the U.S. Doubleheaders every Sunday at 2:15 p.m.; single games every Wednesday at 8 p.m., May 31 to August 11. Admission: $3.00 to $5.00.

Tennis

U.S. TENNIS CHAMPIONSHIPS, West Side Tennis Club in Forest Hills, Queens. The world's best amateur tennis players compete this year in the 50th anniversary of the Nationals from Sept. 3 to 12. Admission: $1.25 to $6.25.

Horse Racing

Thoroughbred and harness races are being held at three tracks in the New York area this season.

¶ **THOROUGHBRED RACING**, Aqueduct Racetrack, Ozone Park, Queens, through July 31 and from August 30 to December 11. Races daily except Sunday; first race starts at 1:30 p.m. Admission: $2.00 to $5.00.

¶ **HARNESS RACING**, Roosevelt Raceway, Westbury, L.I., May 13 to July 28; and Sept. 28 to Dec. 11. Races daily except Sunday; first race at 8:30 p.m. Admission: $2.00 to $4.00.

¶ Yonkers Raceway, Yonkers, N.Y. through May 12 and from July 29 to Sept. 25. Races daily except Sunday; first race at 8 p.m. Admission: $2.00 to $6.00.

SIGHTS OF NEW YORK CITY

In addition to the attractions described on preceding pages, Manhattan offers an endless variety of things to see and do. Many of them cost nothing. Some of the highlights are described below.

Downtown

WALL STREET, overshadowed by towering office buildings, is the center of U.S. finance. Visitors' galleries permit tourists to view the activity on the trading floors of the *New York Stock Exchange*, at Broad and Wall Streets, and the *American Stock Exchange*, on Trinity Place just west of Broadway. *Trinity Church*, at the head of Wall Street on Broadway, is the oldest congregation in the city, dating back to 1697. *Federal Hall*, at Nassau and Wall Streets, was built in 1842 on the site where George Washington was inaugurated as first President of the United States. Washington bade farewell to his troops in 1783 at *Fraunces Tavern*, at Broad and Pearl Streets, now a restaurant and museum.

CHINATOWN, a picturesque area of about seven blocks bounded by the Bowery and Mulberry and Canal Streets, is one of the largest Chinese communities in the nation. It contains a number of excellent restaurants and exotic food shops.

GREENWICH VILLAGE, a well-known haunt of artists and writers, lies between Canal and 14th Streets, Broadway and the Hudson River. There are interesting shops, good restaurants, off-Broadway theaters and an infinite number of espresso cafés. *Outdoor art exhibits* are held May 21 to June 13 and September 3 to 19 in the Washington Square area, which also contains many buildings of *New York University*, the largest privately supported university in the U.S.

Midtown

TIMES SQUARE, formed by the intersection of Broadway and Seventh Avenue between 42nd and 47th Streets, is the heart of New York's entertainment area, offering (within its confines and in the immediate vicinity) first-run movies, plays, night clubs, restaurants and shops.

FIFTH AVENUE, one of the world's great shopping centers, is lined with major stores and hotels. At 34th Street rises the *Empire State Building;* from the observatory on the 102nd floor visitors can see 50 miles on a clear day. *St. Patrick's Cathedral*, one of the finest Gothic-style structures in the United States, stands at 50th Street. Opposite is *Rockefeller Center*, the world's largest privately owned business complex, including 17 buildings, roof gardens, theaters and an outdoor skating rink.

PARK AVENUE, a showcase for the city's building boom, is lined with striking new skyscrapers north of 42nd Street. Of particular note are the *Seagram* and *Union Carbide* towers, *Lever House*, and the giant new *Pan Am Building* rising atop Grand Central Terminal.

continued

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625 Madison Ave., at 58 St.	48 Broad St., nr. Wall St.
382 Madison Ave., at 47 St.	680 White Plains Rd., Eastchester
1496 Broadway, at Times Sq.	193 Main St., White Plains
220 W. 57 St., nr. Broadway	566 Main St., New Rochelle

Chrysler Bldg., Lexington Ave.

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556 Fifth Ave., at 46 St.	1381 Broadway, nr. 37 St.
1221 Madison Ave., at 88 St.	15 W. 34 St., nr. Fifth Ave.
155 E. 79 St., nr. Lexington	393 Seventh Ave., nr. 32 St.
990 Madison Ave., cor. 77 St.	62 W. 23 St., nr. Sixth Ave.
201 E. 57 St., cor. Third Ave.	281 Broadway, at Chambers St.
462 Park Ave., South	33 E. Fordham Rd., Bronx
61 Fifth Ave., cor 13 St.	386 Fulton St., Brooklyn
2285 Broadway, nr. 82 St.	912 Flatbush Ave., Brooklyn

Restaurant Service

464 Madison Ave., at 51 St.	5 E. 37 St., nr. Fifth Ave.

Counter Service Only

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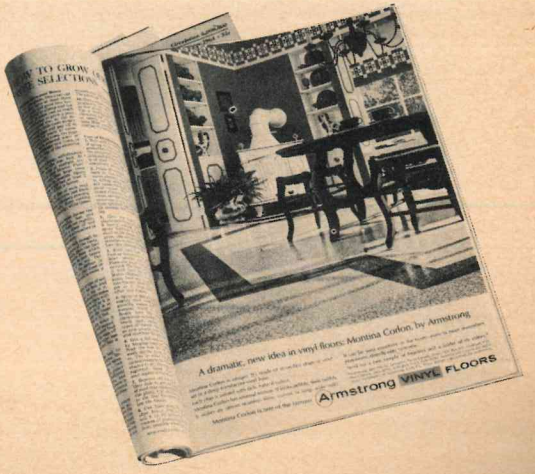

Armstrong Product Center, 60 West 49th St., N. Y. C.

now see them in reality!

Visit the "Armstrong World of Interior Design" at 60 West 49th St., Rockefeller Center, Monday—Friday, 9:30-5:00. Free.

For years, the Armstrong rooms appearing in magazines have been widely admired as trend-setters in interior design. Now you can see new Armstrong rooms in full-scale reality. "The Armstrong World of Interior Design" presents ten exciting new rooms, containing ideas from all over the world. Here color is used, space divided, furnishings chosen in a bold, refreshing way. Here are decorating ideas to help you see your home in a completely fresh light. Go early to this Armstrong display—there's a lot to see!

Armstrong
CORK COMPANY

You've seen Armstrong rooms in magazines—

Armstrong Product Center, 60 West 49th St., N. Y. C.

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Armstrong
CORK COMPANY

All three of these amazing restaurants are right in Rockefeller Center.

"My name is Anders. I'm your butler tonight."

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Tower Suite

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Uptown

CENTRAL PARK, between Fifth Avenue and Central Park West from 59th to 110th Streets, has 840 acres containing lakes, playgrounds, zoos, an outdoor theater and many miles of paths.

MORNINGSIDE HEIGHTS, between 110th and 122nd Streets, Morningside and Riverside Drives, is a unique educational and religious center. Within the area are the Episcopal *Cathedral of St. John the Divine*, which has been under construction since 1892 and will be the world's largest Gothic-style church when completed; *Columbia University*, *Barnard College* and the *Juilliard School of Music*; the *Jewish Theological Seminary of America*; *Riverside Church* and the *Tomb of Ulysses S. Grant*.

Conducted Tours

BY BOAT, the Circle Line, Pier 81 at West 41st Street and the Hudson River, offers three-hour sightseeing trips around Manhattan Island and operates a ferry service from Battery Park to the Statue of Liberty. Fares: around Manhattan—adults, $2.75; children under 12, $1.25; Statue of Liberty (round trip)—adults, 90 cents; children under 11, 40 cents.

BY BUS, excursions ranging from trips through Chinatown to de luxe night club tours are offered by several companies. For information on these and other New York City attractions, consult the Convention and Visitors Bureau, 90 East 42nd Street, or the information center at 43rd Street and Times Square.

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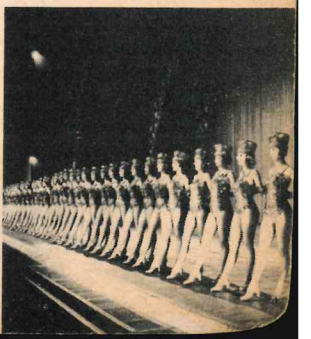

EXHIBITORS/CONCESSIONAIRES

Numerals refer to pavilion numbers as shown on map, page 6.

Abbott Laboratories 124
Acoustic Research, Inc. 30
Admiral Corporation 30
African Heritage 11
African Pavilion, Inc. 84
Afro-Asian Imports, Inc. 76
Aide, Inc. 30
Alaska, State of 116
Alfa Intl. Corp. 30
Allied Van Lines, Inc. 131
Altec Lansing Corp. 1
American Association of Retired Persons 44
American Biltrite Rubber Co. 30
American Board of Missions to the Jews 11
American Cancer Society 124
American Carpet Institute, The 11
American Cavalcade Corp. 143
American Chemical Society 124
American Craftsmen's Council 14
American Economic Foundation 77
American Export Lines 131
American Express Co. 52
American-Israel World's Fair Corp. 78
American Locker Co. Inc.
American Machine & Foundry Co. 140
American Massage Sales & Mfg. Corp. 30
American Mushroom Institute 30
American of Martinsville 1
American Olean Tile Co. 1
American Realty & Petroleum Corp. 30
American Screen Products 14
American Seating Co. 11
American-Standard Plumbing and Heating Division 1
American Telephone and Telegraph Co. (The Bell System) 19
American Thread Co. 30
American Viscose Corp. 14
Americana Corporation 1
Ames Company, Inc. 124
Anaconda Aluminum Co. 11
Anchor Hocking Glass Corp. 30
Arcadia Architectural Products (Northrop Architectural Systems) 1
Architectural Fiberglas Planters 1
Architectural Pottery Planters 1
Arlington Hat Co. 50
Arrow-Hart & Hegeman Electric Co. 1
Arrow Liqueurs Co. 1
Art Gallery "64" 11
Artisans of Italy 76
Artisti di Italia 76
Artolier Corporation 14
Atomedic Research Center
Austrian Federal C. of C. 66
Automotive After-Market Exposition, Inc. 30
Avis Rent-A-Car 37, 126
Ayres, L. S., and Co. 14
BFE, Inc. 76, 148
B.N.S. Intl. Sales Corp. 76
Bangkok Industries, Inc. 1
Barclay Manufacturing Co. 1
Barclite Corp. of America 1
Barnes, A. S. & Co. 30
Bartlett, Tommy, Inc. 157
Bar-Zim Toy Mfg. Co. 30
Bates Fabrics, Inc. 14
Baumritter Corp. 1, 14
Beech-Nut Life Savers 30
Berk, Michael P. 11
Berkline Corp., The 14
Berkshire Intl. 30
Berlin Marketing Council 57
Better Homes and Gardens 1
Better Living Bldg. Assoc. 30
Billy Graham Evangelistic Association, The 54
Bird & Son, Inc. 1
Birge Company, The 30
Birmingham Ornamental Iron Co. Inc. 1
Bissell, Inc. 30
Black & Decker Mfg. Co. 1
Bloom, Charles, Inc. 30
Bonne Bell, Inc. 1
Bonniers Inc. 1
Bookhouse for Children 11
Book-of-the-Month Club 30
Borden Company, The 30
Boy Scouts of America 21
Brandt, A., Co. Inc. 14
Brass Rail Food Service Organization, Inc.
Brazil Coffee 76
Bridgeport Brass Co. 1
British Products and Exhibits, Ltd. 56
Brunswick Corporation 11
Buckingham-Virginia Slate Corporation 1
Buick Motor Division 1
Burlington Industries 14
Burma, Government of 76
Burnham & Morrill Co. 30
Burrowes Mfg. Corp. 11
Buxton Incorporated 1
Calif. Artificial Flower Co. 30
Calif. Fashion Creators 30
Caloric Corporation 30
Canada Dry Corp. 30
Canadian Pacific 131
Cannon Mills Company 1
Caradco, Inc. 1
Caribbean Exposition Corp. 96
Carrier Air Conditioning Co. 1
Carter's Ink Company 11
Cascade Industries 1
Cassen, Henry, Fabrics 1
Celotex Corporation 1
Chadbourn Gotham, Inc. 1
Charles of the Ritz 30
Cheese Shop, Inc. 30
Chevrolet Motor Division 1
Child Craft by Smith 14
China, Republic of 92
Christian Life Convention 69
Chrysler Corp. 132
Chrysler-Plymouth Division 1
Chun King Corp., The 142
Chunky Corp., The 27
Church of Jesus Christ of Latter-day Saints 2
Civic Education Services 11
Clairol, Inc. 28
Claxton Bakery, Inc. 30
Coastal Construction Co. 30
Coca-Cola Co., The 30, 46
Cohn-Hall-Marx Co. 14
Coir Board 76
Collegiate Cap & Gown Co. 11
Collier, P. F., Inc. 30
Colorizer Associates 14
Columbia 76
Committee for Christian Science Activities, N.Y. World's Fair 1964/1965, Inc. 70
Compton, F. E., & Co. 11, 30
Confraternity of Christian Doctrine, The 11
Consolidated Cigar Corp. 30
Continental Circus, Inc. 141
Continental Insurance Companies, The 26
Contour Chair Lounge Corp. 30
Craft Associates, Inc. 1
Culligan, Inc. 30
Cushman, H. T., Mfg. Co. 14
Dancing Waters, Inc. 149
Danish Agricultural Marketing Board 62
Data Patterns, Inc. 30
Dawn Bible Students Assn. 11
Delco Appliance Division 1
Denver Chicago Trucking Co., Inc. 30
Department of Defense 123, 124
Deutscher & Sons 11
Devoe & Raynolds Co., Inc. 1
Dial-O-Matic & Chopper Combination 30
Diners' Club 131
Dorothy Draper Enterprises 30
Doulton and Co. Inc. 14
Drexel Furniture Co. 14
Dritz, John, & Sons, Inc. 1
Dunbar Book Company 11
Dunbar Furniture Co. 30

Dundee Mills 14
Du Pont de Nemours, E.I., & Co. Inc. 1, 14, 30, 42
Durham Mfg. Corp. 1
Eastern Air Lines 122
Eastern Kens Inc. 76
Eastman Kodak Company 35
Ecuador 76
Eden & Company 30
Edmund Scientific Co. 11
Educational Advisory Ctr. 11
Electric Power and Light Exhibit, Inc. 41
Electronic Directory Processing Corporation 11
Eljer Plumbingware 30
Encyclopaedia Britannica, Inc. 11, 30
Encyclopedia Americana 30
Endicott Johnson Corp.
Equipment for Fairs, Inc.
Equitable Life Assurance Society of the U.S. 10
Esquire, Inc. 30
Eureka Williams Corp. 1
Fallani and Cohn 14
Fedders Corporation 11
Fidelis Biblical Guild, Inc. 30
Fieldcrest Mills, Inc. 30
Fine Hardwoods Assn. 14
First National City Bank 34
Fischer Associates 1
Fischer, R. A., & Co. 30
Florida, State of 157, 159
Flushing Meadow Concessions, Inc. 151
Ford Motor Co. 120
Formica Corp. 16
Fostoria Glass Co. 14
Founders Furniture, Inc. 1
Frances Feist Studio 14
Franciscan Fine Dinnerware 1
Fugazy Travel Bureau 131
Fuller Brush Co., The 1
Futorian Mfg. Co. 14
Gadjo Corporation 30
Garcia's Homecraft, J. V. 76
Garner and Co. 14
Gartner Enterprises, Ltd. 30
Gas, Inc. 3
Gemini Books, Inc.
Gene Taylor Corp., The 11
General Aniline and Film Corp. 11, 124
General Cigar Co., Inc. 38, 39
General Electric Co. 29
General Foods Corp. 30
General Motors Corp. 139
General Treaty of Centralamerica Economic Integration 95
Georgia Pacific Corp. 1
Georgian Lighting Studios 14
German pavilion 76
Giant Umbrella Co. 30
Gift-O-Rama, Inc. 30
Glassware Institute of America 1
Goodrich, B. F. Chem. Co. 1
Gorham Co., The 1
Gravely Furniture Co. 14
Great Books 30
Greece, Pavilion of, Ltd. at the World's Fair 1964/1965 85
Gregg & Son, Inc. 1
Greyhound at the World's Fair, Inc. 136
Grolier, Inc. 30
Guinea, Republic of 68
Gulf American Land 11, 30
Haeger Potteries, Inc. 14
Hall of Science of the City of N.Y., Inc. 124
Halsey W. Taylor Co. 11
Hamelin-Harvard Assoc. 11
Hammond Organ Co. 1
Hawaii, State of 153
Healthway, Inc. 11
Hearing Aid Industry Conference 124
Hekman Furniture Co. 1
Henredon Furniture Co. 30
Hershey Chocolate Corp. 30
Hertz Rent A Car 134
Heywood-Wakefield Co. 14
Hickory Chair Co. 1
Hitchcock Chair Co. 1
Hobart Mfg. Co. 1, 30
Hollywood Pavilion Inc. 108
Honeywell Co. 1
Hong Kong Trading Co. 64
Horne, Joseph, Co. 14
Hotel Corp. of New York 131
House of Good Taste, Inc. 1
Hummel Pavilion Assoc. 76
Hupp Corp. 30
I-T-E Circuit Breaker Co. 1
I-XL Furniture Co. 30
Illinois, State of 105
Independent Lock Co., Lockwood Hardware Co. 1
India, Republic of 58
India Tea Board 76
Indonesia, Republic of 94
Industrial Plywood Co. 14
Industry Serves Youth 30
Ingraham Co., The 14
Institute of High Fidelity 30
Interchemical Corp. 124
International Business Machines Corp. 9
International Cable Ride Corp. 80
International City, Inc. 76
Intl. Fair Consultants, Inc. 11
Intl. Food Enterprises 97
Intl. Silver Co. 14
International Telephone & Telegraph Corp. 30
Ireland 59
Irish Linen Guild 1
JFD Electronics Corp. 1
Jackson & Perkins Co. 1
Jacobsen Mfg. Co. 1
Japan External Trade Organization 67
Japanese Exhibitors' Assn. of New York, Inc. 67
Jaycopters (N.Y.) Ltd. 150
Jenn-Air Corp. 30
Jens Risom Designs, Inc. 1
Jerrold Electronics Corp. 11
Jewish Info. Society 11
Johns-Manville Sales Corp. 30
Johnson, S.C., & Son, Inc. 40
Johnson-Carper Furniture Co. 14
Johnson Service Co. 11
Jordan, The Hashemite Kingdom of 88
KLM Royal Dutch Airlines 131
K & N Demonstrators 30
Karastan Rug Mills 14
Keezer Manufacturing Co. 30
Kemper Brothers, Inc. 30
Kenmore Artists, Inc. 30
Kherati Lall & Sons 76
Kimball, W. W., Co. 30
Kirk, Samuel, & Son 30
Kirsch Co., Inc. 1
Korea, Republic of 60
Kroehler Mfg. Co. 14
Krofft-Walter Productions 146
Kroll, Boris, Fabrics, Inc. 1
Kwikset Division (The American Hardware Corp.) 1
L'Aiglon Apparel, Inc. 30
Lake Ceramic Studio 30
Laminated Glass Corp. 1
Laverne International 1
Lay-Cee Corp. 30
Lea & Perrins, Inc. 30
Lebanon, Republic of 90
Lectour Inc.
Leisure Exhibits, Inc. 30
Lennox Industries Inc. 1
Lenox China 1
Lever Brothers Company 1
Lewisburg Chair Co. 14
Lightolier, Inc. 1
Lilli Ann Corp. 30
Lincoln Metal Products Corp. 1
Lindsay Company, The 1
London Leather 14
Long Island Rail Road 106
Loper, Don, Inc. 30
Loto, Inc. 30
Lovable Company, The 30
Löwenbräu Holterbosch, Ltd. 127
Lullabye Furniture Corp. 14
Lutheran Laymen's League 11
Luxembourg 76
Macfadden-Bartell Corp. 11
Malaysia 82
Mallory, P.R., & Co., Inc. 1
Manpower Management Services, Inc. 30
Margro Jewelry, Inc. 30
Marinas of the Future Inc. 161
Marlun Mfg. Co. 1
Maroda Enterprises, Inc. 154, 155, 156
Martin Marietta Corp. 124

Marsh Wall Products, Inc. 30
Mary Carter Paint Co. 30
Maryland, State of 102
Masland, C.H., & Sons 14
Mason Candies, Inc. 30
Masonic World's Fair Commission 55
Mastro Pizza, Inc. 7
Mediterranean Center 76
Medo Fair Corp. 36
Meher Baba 14
Meridian Brick Corp. of N.Y. 30
Merkos L'Inyonai Chinuch 11
Metracar, Inc. 11
Mikado Pearl Corp. 30
Mills-Denmark, Inc. 1
Miro Pen Corp. 11
Mirro Aluminum Company 1
Missouri World's Fair Commission 115
Mohawk Carpet Mills 30
Monogram Models, Inc. 30
Montana, State of 103
Monte Carlo Exhibits 76
Morgan-Jones, Inc. 30
Morton Salt Co. 30
Mottahedeh 1
Mutschler Bros. Co. 14
Nannette Mfg. Co. 30
National Aeronautics & Space Administration 123
National Association for Indiana Limestone, Inc. 1
National Cash Register Co. 48
National Catholic Education Association 11
Natl. Documents Committee 30
National Gypsum Company 1
National Industries for the Blind 30
National Maritime Union of America, AFL-CIO 137
National Products, Inc. 1
Natl. Retired Teachers Assn. 44
Natl. Union Electric Corp. 1
Nation's Heritage, Inc. 11
Natural Foods, Inc. 30
Nettle Creek Industries 14
Nevamar Company 30
New England Council World's Fair Corp. 110
New Jersey, State of 113
New Mexico Development Corporation 107
New Orient 76
New York Bible Society 11
New York City 111
New York City Dept. of Parks 160
New York Daily News 11
New York, State of 114
New York Telephone Co. 1
Newcastle Products, Inc. 11
Newspaper Comics Council 30
Niagara Therapy Corp. 30
Nik-O-Lok Co.
Noble & Noble Publishers 11
Norsk Foods 76
No. American Philips Co. 30
North Star World's Fair Corp. 119
Northwest Airlines 131
Norway 76
Nu Tone, Inc. 30
Oklahoma World's Fair Commission Inc. 109
Olin Mathieson Chemical Corp., Chemical Division 1
Omni Division (Aluminum Extrusions Inc.) 1
Orbit Kitchens 1
Oregon Timber Carnival Assoc. 6
Orfeo-Sonic Corp. 30
Oster, John, Mfg. Co. 30
Overhead Door Corp. 1
Overseas Market, Inc. 76
Overtoom, Leo J. 30
Owens-Corning Fiberglas Corporation 1, 11
Oxford Furniture Distributing Co. 11, 30
Pan American Union 37
Pan-Mex Imports 76
Pakistan, Republic of 83
Palmer, Arnold, Enterprises, Inc. 30
Panelfab Products Inc. 1
Paperbacks at the Fair, Inc. 11
Parker Pen Co. 25
Parkwood Laminates, Inc. 1
Pavilion of American Interiors, Inc. 14
Pavilion Property Inc. 118
Pavillon de Paris 74
People-to-People 8, 25, 47
Pepsi-Cola Co. 11, 33
Pet Milk Co. 30
Philippines, Republic of the 91
Pierce & Stevens Chemical Corp. 30
Pioneer Plastics Corp. 30
Pioneer Rubber Co. 1
Pittsburgh Corning Corp. 30
Planned Parenthood World Population 30
Playground Corp. of America 11
Podiatry Society of the State of New York 11
Poly-Trade Society, Inc. 93
Popular Printing, Inc. 30
Port of N.Y. Authority 133
Portland Cement Assn. 1, 11
Powers Regulator Co. 1
Probber, Harvey, Inc. 1
Protestant and Orthodox Center, The 49
Punjab Exports Corp. 76
Purex Corp., Ltd. 30
Puritan Fireplace Furnishings Co. 1
Quaker Lace Co. 14
Radio Corp. of America 51
Radio Steel & Mfg. Co. 1
Ransburg, Harper J. 14
Red Cedar Shingle & Handsplit Shake Bureau 1
Regina Products 11
Relax-4-Life Co. 30
Reno Chamber of Commerce 131
Republic Steel Corp. 11
Resources Council 30
Revere Copper & Brass Inc., Rome Mfg. Div. Co. 1
Rheingold Breweries, Inc. 23
Richardson, Guy, & Assoc., Ltd. 30
Richelieu Corp., The 30
Riegel Textile Corp. 1
Ritter Brothers, Inc. 30
Rival Mfg. Co. 1
Rockwell Mfg. Co. 30
Ronkonkoma Wall Paper Corp. 30
Ronson Corp. 30
Rosenau Brothers, Inc. 30
Rosenthal China Co. 14
Roux Laboratories, Inc. 30
Royal Crown Cola Co. 1
Russian Orthodox Greek-Catholic Church of America, Inc. 22
SKF Industries, Inc. 130
St. Charles Mfg. Co. 1
San Mar, Inc. 158
San Miguel Brewery 76
Sandura Company 1
Sardeau, Inc. 30
Sargent Art Materials 11
Sarna India Handicrafts 76
Scalamandre Silks, Inc. 1
Schaefer, F. & M., Brewing Co., The 32
Schick, Inc. 30
Schlumberger, Ltd. (Daystrom) 30
Schumacher, F., & Co. 30
Schwarz, F.A.O. 1
Scott Paper Co. 1, 24
Seaway Associates 11
Serta Associates, Inc. 1
Seven-Up Company 43
Shelby Williams Industries, Inc. 14
Ship 'N Shore 30
Shorewood Publishing Co. 11
Simmons Company 14, 15
Sinclair Oil Corp. Sinclair Refining Co. 128
Singer Company, The 53
Smith, Alexander, Carpets 1
Socony Mobil 135
Somarex N.Y. 86
Spain 65
Spencer Press 30
Spin Painting Exhibit 11
Spode China (Copeland & Thompson) 14
Sportservice Corp. 11, 76
Sprague & Carleton, Inc. 14
Spring Air Company 1
Springs Mills, Inc. 1
Stampwell Ltd. 11
Standard Brands Inc. 1
Stanley Works 1
State of Newburgh 14
Steinway & Sons 1
Stern, H. 76
Stock, A. H., Mfg. Co. 30
Strahan, Thomas, Co. 30
Straile, Robert, Co. 72
Structural Clay Products Institute 30
Stylon Corporation 1
Sudan, Republic of the 87
Sunshine Biscuits, Inc. 30
Superscope, Inc. 1
Super Sky Products Co. 1
Suzy Brooks, Inc. 30
Swedish Pavilion, Inc. 75
Swiss Exhibits, Inc. 79
Syracuse China Corp. 30
Syracuse Ornamental Co. 14
Tacomales Inc. 76
Taylor Provisions Co. 30
Telescope Folding Furniture Co. Inc. 1
Tell City Chair Co. 14
Telsco Industries 1
Teng Shou Hat & Mat Co. 76
Tetley Tea Co. 30
Thaibok Fabrics, Ltd. 1
Thailand, Kingdom of 98
Torjesen, Inc. 11
Tower of London Exhibit 76
Trans World Airlines 131
Transportation and Travel Pavilion, Inc. 131
Transportations Productions, Inc. 138
Travelers Insurance Cos. 12
Tri-Chem, Inc. 30
Troy Sunshade Co., The 1
True Temper Corporation 1
Tupperware Home Parties 1, 30
Turkish pavilion 76
Tycora Textured Yarn Co. 30
Ubaida Trading Co. 76
Underground World Home Corp. 125
Union Carbide Corp. 30
Union of Orthodox Jewish Congregations 11
United Mexican States 99
United Airlines 131
United Arab Republic 89
U.S. Army 131
U.S. Atomic Energy Commission 124
U.S. Automation, Inc. 30
U.S. Ceramic Tile Co. 30
U.S. Coast Guard 131
United States Commission 101
U.S. Committee for UNICEF 33
U.S. Industries Inc. 11
U.S. Navy 131
U.S. Plywood Corp. 30
U.S. Post Office 18
U.S. Rubber Co. 1, 11, 14, 129
U.S. Steel Corp. 100
Universal Appliances 30
Universal Educational Enterprises 11
Upjohn Company, The 124
Vatican Pavilion New York World's Fair, Inc. 73
Venezuela, Republic of 63
Vent Air Contact Lens Co. 30
Viking Sauna Corporation 1
Virginia Travel Council 131
Visual Electronics Corp. 11
Vitow, Ruth, Inc. 1
WFF "N" Proof 11
W-T Development Co. 144, 147
WTFM (Frost Broadcasting) 30
Wallpaper Council Inc. 1
Walter, Louis and Manuel 145
Ward Furniture Mfg. Co. 14
Waste King Corp. 30
Weber, A. C., Co. (Pfaff Sewing Machine) 14
Welding Swimming Pool Co. 1
Wellington Sears Co. 30
West Virginia, State of 104
Westinghouse Electric Corp. 30, 117
Weyerhaeuser Company 1
Whirlpool Corp. 14, 30
White Furniture Co. 14
White Sewing Machine Corp. 1
Wiggs, Herbert L. 30
Wilkie Brothers Fdn. 11
Wilmar Co., Inc. 30
Wisc. Dairyland Fudge Co. 30
Wisconsin Pavilion Inc. 112
Wolff Products Co. 1
Wood Conversion Co. 14
Woodard, Lee L., Sons 1
Workshop Gallery, Inc. 11
World Coin Expositions 30
World Jewelry Corp. 30
Wurlitzer Company, The 1
Wycliffe Bible Translators, 61
Yale & Towne, Inc. 1, 30
Yarbrough, R. E., & Co. 30
Yugo Export Inc. 76

Numerals refer to pavilion numbers as shown on map, page 6.

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INDEX

	page
Administration building	8
Admission prices to Fair	15-16
Aerial Tower Ride	**7, 29, 215, 216, 218**
African pavilion	**6, 34, 46, 115, 116, 122, 182**
Alaska pavilion	**6, 34, 167, 168, 170**
Aloha Theater	224
Ambulance service at Fair	15
American Express pavilion	**6, 56, 58, 60, 62**
American Geographical Society	250
American Indian, Museum of the	250
American Interiors, Pavilion of	**6, 33, 56, 60, 98**
American-Israel pavilion	**6, 34, 115, 116, 122, 126**
American Museum of Natural History	240, 250-251
American Numismatic Society	251
AMF Monorail	**7, 29, 48-49, 72, 178, 206, 214-215, 216, 218**
Amphicar Ride	**7, 29, 72, 214, 216, 218, 220**
Amphitheater	102, 110, 224
Apollo spacecraft (model)	212
Approaches to Fair	4-5
Aquarium at Fair	220
Aquarium of New York City	252
Aqueduct Racetrack	257
Architects and designers of pavilions	272-274
Areas at Fair:	
Federal and State	166-187
Flushing Bay	234-235
Industrial	56-112
International	114-165
Lake	72, 214-233
Transportation	188-212
Arlington Hat pavilion	**6, 56, 58, 62**
Art exhibits at Fair	62, 92, 94, 99
Art museums of New York City	240-241, 248-250
Asia House Gallery	248
Atlas rocket	212
Atomedic Hospital	8, 33
Atomic energy displays	158, 202
Au Rugbyman restaurant	34
Austria pavilion	**6, 34, 115, 116, 126**
Auto Thrill Show	**6, 188-189, 190, 192**
Automobiles at Fair:	
routes to Fair	4-5, 20
traffic reports, telephone number for	15
Avis Antique Car Ride	**6, 29, 51, 188, 190, 192**
Avis Pan American Highway Rides	**6, 29, 57, 58, 62-64**
Baby-sitting services	20
Ballet in New York City	254
Bands at Fair	60, 220
Banking services at Fair	8, 27, 58, 60, 84
Barbershops at Fair	16
Bargreen Buffet	**6, 34, 114, 116, 130**
Baseball in New York City	242-243, 256-257
BBC Symphony	253
Beauty salons at Fair	16, 68
Beer gardens	60, 108
Bel-Gem Waffle Restaurant	**7, 34, 215, 216, 218**
Belgian Village	**6, 16, 20, 34, 54, 115, 116, 130, 183**
Bell System pavilion	**6, 57, 58, 64, 68**
Berlin pavilion	**6, 114, 116, 130, 132**
Better Living Center	**6, 16, 20, 33, 34, 57, 58, 64, 182**
Billy Graham pavilion	**6, 72, 114, 116, 132**
Birdcage Garden	142
Blind, Fair guide for	29, 68, 233
Boat rides at Fair	72, 96, 100, 218, 220, 224, 228, 230
Boat transportation to Fair	20
Boat trip around Manhattan	262
Boating information at Fair	235
Botanical gardens of New York City	252
Bourbon Street	**6, 34, 167, 168, 170**
Boy Scouts of America pavilion	**6, 57, 58, 68, 70**
Braille guidebook to Fair	29, 68, 233
Brass Rails (restaurants)	8-9, 34, 36, 96
British Lion Pub	**6, 36, 114, 116, 132**
Bronx Zoo	252
Brooklyn Academy of Music	255
Brooklyn Botanic Garden	252
Brooklyn Children's Museum	251
Brooklyn Museum	248
Bus transportation:	
at Fair	8-9, 24
to Fair	20
Café International	68
Café Israel	126
Camera shops at Fair	8-9, 33, 93
Caribbean pavilion	**6, 36, 114, 116, 132, 134**
Carnival	**7, 36, 215, 216, 220**
Carnival Club	220
Carousel Park	**7, 24, 29, 36, 215, 216, 220**
Carousel Theater	86
Carriage Room restaurant	40
Cathay Restaurant	142
Cathedral of St. John the Divine	262
Central America pavilion	**6, 36, 114, 116, 134**
Central Park	252, 262
Charda restaurant	34
Check-cashing services at Fair	33, 62, 84
Checking facilities at Fair	16
Chemistry exhibit	81, 200, 202
Chez Pierre restaurant	34
Children at Fair:	
child care centers for	8-9, 20
"fun machine" for	90
lost, procedure for	8-9, 15, 29, 33
play-school for	20, 64, 68
playgrounds for	20, 50, 70, 77, 102
preschool, attractions for	20
reading room for	185
strollers for	8, 20
tours of Fair	27
Children's Museum, Brooklyn	251
China, Republic of, pavilion	**6, 36, 114, 116, 134, 137**
Chinatown in New York City	258
Christian Science pavilion	**6, 24, 72, 115, 116, 137**

page

Chrysler pavilion 6, 24, 70, 170, 188, 190, 192, 196
Chun King Inn 7, 36, 215, 216, 222
Chunky Candy Factory 6, 20, 57, 58, 70
Churchill Center 6, 56, 58, 70
"Cinema '76" (screen show) 77
Circle Line boat around Manhattan 262
Cities Service World's Fair Band 220
City Center Light Opera 254
City of New York, Museum of the 250
Clairol Color Carousel 6, 57, 58, 72
Cloisters, The (museum) 240, 248
Coca-Cola pavilion 6, 56, 58, 72, 74, 204
Commemorative postage stamps 200
Concessionaires 264-267
Connecticut exhibit 180
Contemporary Crafts, Museum of 249
Continental Insurance pavilion 6, 57, 58, 74, 77
Continental Park 7, 214, 216, 222
Cooper Union Museum 251
Crystal Palace of Fashion 68

Dance performances:
at Fair 46-47, 110, 116, 120, 130, 147, 148, 154, 155
in New York City 254
Dancing at Fair 60, 110
discothèque 174, 220
Dancing Waters (water display) 7, 215, 216, 222-223
Dead Sea scrolls exhibited at Fair 147
Demograph (population map) 82
Demonstration Center 6, 20, 36, 56, 58, 77
Denmark pavilion 6, 20, 36, 50, 70, 114, 116, 137
Diaper-changing room 20, 108
Dinosaur displays 126, 163, 190, 196, 204
Disney, Walt, figures 74, 86, 100, 196
Downing Stadium 257
Du Pont pavilion 6, 56-57, 58, 81
Dynamic Maturity pavilion 6, 16, 24, 27, 56, 58, 81

Early American Folk Arts, Museum of 249
Eastern Air Lines pavilion 6, 188, 190, 196
Eastman Kodak pavilion 6, 57, 58, 82, 176
Edison, Thomas, exhibit 182
Electricity exhibits 58, 86, 88, 92, 110, 112, 143
Emergency telephone numbers 15
Empire State Building 258
Enchanted Forest (display) 108
Enterprise Common 24
Equitable Life Assurance pavilion 6, 24, 35, 56, 58, 82
Exhibitors 264-267

Fashion shows at Fair 68
Federal and State Area at Fair 166-187
Federal Hall 258
Festival of Gas pavilion 6, 56, 58, 83
Festival '65 Restaurant 36, 83
Fiesta pavilion 6, 56, 58, 84
Fireworks at Fair 100, 165
First-aid stations at Fair 8-9, 33
First National City Bank at Fair 6, 57, 58, 84
Five Volcanoes Restaurant 224
Florida Citrus Water Ski Show 7, 214, 216, 224
Florida pavilion 7, 36, 77, 164, 214, 216, 223
Flushing Bay Area at Fair 234-235
Flushing Meadow Park 81, 102, 134, 155
Flying Saucer 209
Focolare (restaurant) 38, 150
Football in New York City 242-243
Ford pavilion 6, 64, 143, 149, 188, 190, 196, 198, 206, 208
Foreign visitors, aids for 27, 84, 202
Forest Hills Music Festival 253
Forest Hills tennis tournament 257
Formica pavilion 6, 56, 58, 84
Fountains at Fair 6, 100, 165
France. *See* Pavilion of Paris.
Fraunces Tavern 258
French-American Festival (music) 253
Frick Collection 248
Frontier Palace restaurant 220
Funland 7, 29, 215, 216, 224
Futurama 149, 180, 198

Galaxy Cafeteria 40, 209
Gallery of Modern Art 241, 248
Garden exhibits 92, 196
Garden of Meditation 6, 24, 115, 116, 138
Gas, Festival of 6, 56, 58, 83
General Cigar pavilion 6, 57, 58, 86
General Electric pavilion 6, 57, 58, 86, 88, 92, 143
General Foods Communications Arches 8-9, 24
General Motors pavilion 6, 149, 180, 189, 190, 198
Gigi restaurant 154
Glass Tower restaurant 39, 98
Glassblowing exhibit 186
Glide-a-ride trains at Fair 8-9, 24, 48-49
Granada restaurant 39, 158
Grant's Tomb 262
Greece pavilion 6, 115, 116, 138-139
Greek Orthodox Church, displays of 60, 102
Greenwich Village 258
Greyhound pavilion 6, 36, 188-189, 190, 200
Guggenheim concerts 253
Guggenheim Museum, The 240, 248
Guidebooks to Fair 8-9, 24, 27, 29, 233
Guided tours:
of Fair 24, 27
of New York City 262
Guinea pavilion 6, 36, 115, 116, 138, 140

Hairdressers at Fair 16, 68
Hall of Free Enterprise 6, 115, 116, 140
Hall of Magic 86
Hall of Science 6, 20, 102, 158, 188, 190, 200, 202
Handicapped visitors to Fair, services for 8-9, 29, 218
Harness racing in New York area 257
Hats:
exhibit of 58, 62
souvenir, at Fair 8-9, 62
Hawaii pavilion 36, 215, 216, 224, 228
Hearing-aid exhibit 202
Heliport at Fair 6, 33, 102, 188, 190, 204
Hertz Travel Center 6, 188, 190, 202
Hispanic Society of America 248-249
Historical museums of New York City 250-251
Hollywood U.S.A. pavilion 6, 36, 166, 168, 174
Home furnishings exhibits 64, 68, 84, 88, 98, 108, 110
Hong Kong pavilion 6, 38, 114, 116, 140, 142
Horse racing in New York area 257
Hospital facilities at Fair 8, 33
Hospitality centers at Fair 27
Hotel facilities in New York City 16, 137
Hours and dates of Fair 15
House of Good Taste pavilion 6, 38, 56, 58, 72, 88
How to see the Fair 15-33
Hungry Dragons restaurant 142
Hydrofoil to Fair 20

IBM 6, 44-45, 56, 60, 70, 88, 90
Illinois pavilion 6, 74, 100, 143, 166, 168, 174, 176
India pavilion 6, 38, 114, 116, 142, 222
Indian, American, Museum of the 250
Indians at Fair 70, 96, 179
Indonesia pavilion 6, 38, 114, 116, 143, 144
Industrial Area at Fair 56-112
Information:
booths at Fair 8-9, 24
telephone number 15
International Area at Fair 114-165
International Business Machines pavilion 6, 44-45, 56, 60, 70, 88, 90
International Plaza 6, 38, 115, 116, 144
Ireland pavilion 6, 38, 70, 114, 116, 144, 146
Israel (American-) pavilion 6, 34, 115, 116, 122, 126

Japan pavilion 6, 38, 115, 116, 146, 147
Jaycopter Ride 7, 29, 72, 215, 216, 228
Jewish Museum 249
Jewish Theological Seminary of America 262
Jim Downey's restaurant 88
Johnson Wax pavilion 6, 20, 57, 60, 90
Jones Beach Marine Theater 247, 254-255
Jones Beach State Park 246-247
Jordan pavilion 6, 38, 115, 120, 147
Juilliard School of Music 262
Julimar Farm pavilion 6, 57, 60, 72, 92
Jul's North Star (smorgasbord) 39

Kattegat Inn 137
Kennedy, John F., tribute to 180, 186
Kennedy Circle 152
Kodak 82
Korea, Republic of, pavilion 6, 38, 114, 120, 148
Lake Area at Fair 214-233
Lake Cruise at Fair 7, 29, 214, 216, 228
Lebanon pavilion 6, 38, 115, 120, 149
"Lectour" radios 8-9, 24
"Les Poupées de Paris" (puppets) 7, 215, 216, 228, 230
Lewisohn Stadium concerts 253
Libraries in New York City 250
Licensees 267
Lincoln, Abraham 74, 100, 174
Lincoln Center for the Performing Arts 238-239
Lithuanian Wayside Shrine 138
"Little Old New York" 106, 203
Lockers 16
Log Flume Ride 7, 29, 51, 72, 215, 216, 230
Long Island Rail Road: pavilion 6, 166, 168, 176
service to Fair 20
Lost and found at Fair 15, 33
Lost children at Fair 8-9, 15, 29, 33, 160
Löwenbräu Gardens 6, 38, 188-189, 190, 202-203

Magic, Hall of 86
Magic Skyway ride 64, 206
Main Street, U.S.A. 200
Maine exhibit 180
Malaysia pavilion 6, 38, 115, 120, 149
Maps of Fair:
approaches to Fair 4-5
Federal and State Area 166-167
Flushing Bay Area 234
Industrial Area 56-57
International Area 114-115
Lake Area 214-215
plan of Fair 6-7
services 8-9
souvenir 8-9, 24
Transportation Area 188-189
Mardi Gras! (musical) 247, 255
Marine Theater (Jones Beach) 247, 254-255
Marisquería restaurant 39
Maryland pavilion 6, 38, 70, 166, 168, 176, 178
Masonic Center 6, 114, 120, 150
Massachusetts exhibit 180
Mastro Pizza pavilion 6, 38, 56, 60, 92
Meditation, Garden of 116, 138
Medo Photo Supply pavilion 6, 57, 60, 93
Metropolitan Museum of Art 240, 241, 249
Mexico pavilion 6, 38, 114, 120, 150
Michelangelo's *Pietà*, display of 52-53, 86, 164
Minnesota pavilion 6, 39, 167, 168, 178
Missouri pavilion 6, 39, 167, 168, 178
Model homes at Fair 68, 84, 88, 98, 216, 223
Modern Art, Gallery of 241, 248
Modern Art, Museum of 240, 249
Moiseyev Dance Company 254
Money tree 58, 62
Monorail 7, 29, 48-49, 72, 178, 206, 214-215, 216, 218
Montana pavilion 6, 39, 140, 166, 168, 179-180
Moon, simulated trip to 198
Moon Dome 209
Mormon Church pavilion 6, 53, 56, 60, 93-94
Morningside Heights 262
Morocco pavilion 6, 39, 115, 120, 152

page

Moses, Robert 12
Motel facilities in New York City 16, 137
Movie in the Round 86
Movies of Fair on sale 93
Museums of New York City 240-241, 248-251
Music at Fair 60, 96, 100, 110, 220
Music garden 102
Music Theater of Lincoln Center 255
Musical activities
in New York City 239, 253-255

National Cash Register pavilion 6, 56, 60, 94, 96
National Maritime Union Park 6, 24, 188-189, 190, 203
New Amsterdam Plaza 81
New England States pavilion 6, 39, 166, 168, 180
New Hampshire exhibit 180
New Jersey pavilion 6, 70, 167, 168, 182
New Mexico pavilion 6, 39, 166, 168, 182
New York Aquarium 252
New York Botanical Gardens 252
New York City:
accommodations for Fair visitors 16, 137
attractions of 236-262
model of 183, 208
sports events in 256-257
New York City Ballet Company 254
New York City pavilion 6, 24, 166, 183, 208
New York Historical Society 250
New York Museum of Science and Technology 200
New York Philharmonic orchestra 239, 253
New York Public Library 250
New York Shakespeare Festival 255
New York State pavilion 6, 33, 39, 68, 70, 167, 168, 183-184, 196
observation tower 33, 68, 163
New York State Theater 238-239
New York University 258
Newsstands at Fair 8-9

Oklahoma pavilion 6, 24, 39, 166, 168, 184
Oregon carnival of the Northwest 6, 39, 56, 60, 96, 98

Pakistan pavilion 6, 39, 115, 120, 153-154
Paper-making exhibit 60, 108
"Parable" (film) 102
Parade Ground 24
Paris pavilion. *See* Pavilion of Paris.
Parker Pen pavilion 6, 57, 60, 98
Parking at Fair 4, 24, 142, 234, 235
for handicapped persons 29
Parks at Fair 108, 137, 138, 203
"Patio 55" 27, 81
Pavilion of American Interiors 6, 33, 39, 56, 60, 98
Pavilion of Paris 6, 39, 115, 120, 154
Pen Friends, International 60, 98
Penthouse Restaurant 68
People-to-People, Inc. 84, 98
People Wall 44-45, 88, 90
Pepsi-Cola pavilion 6, 57, 60, 100, 143, 186
Pets at Fair 15
Philharmonic Hall 239
Philippines pavilion 6, 115, 120, 154
Photographic equipment on sale at Fair 8-9, 33, 93
Photography exhibits 82
Picnic places at Fair 24, 106
Picture-taking at Fair 33, 82, 165, 212
Pierpont Morgan Library 250
Pietà (Michelangelo's) 52-53, 86, 164
Pizza-making exhibit 92
Planetariums in New York City 251
Planets, Fountain of the 165
Police facilities at Fair 8-9, 15
Polynesian Village pavilion 6, 39, 46, 114, 120, 155-156
Pool of Industry 6, 56-57, 60, 100, 220
Population-growth tabulator 82
Porpoises at Fair 77, 216, 223
Port Authority Heliport 6, 33, 39, 102, 188, 190, 204
Post Office exhibit 60, 112
Postal facilities at Fair 8, 60
"Poupées de Paris, Les" (puppets) 7, 215, 216, 228, 230
Presidents, Hall of 185
Primitive Art, Museum of 249
Promenade Concerts 253
Protestant and Orthodox Center 6, 20, 24, 56, 60, 102
Puppet shows at Fair 90, 144, 228, 230

Queens Botanical Garden 252

Radio Corporation of America 6, 56, 60, 83, 92, 102, 106
Railroad:
miniature ride 176
model exhibit 68
transportation to Fair 6, 20
Rathskeller 34, 130
RCA pavilion 6, 56, 60, 83, 92, 102, 106
Religious exhibits 60, 77, 93-94, 102, 106, 130, 132, 137, 147, 156, 164
Rest alcoves at Fair 60, 108
Rest rooms at Fair 8-9
Restaurant Denmark 137
Restaurant Sweden 160
Restaurants at Fair 6-7, 34-40, 222
See also specific restaurants.
Retirement, talks on 81
Rheingold pavilion 6, 39, 57, 60, 106, 108, 203
Rhode Island exhibit 180
Rides at Fair 29, 51, 58, 62-64, 72, 96, 100, 212
See also Boat rides at Fair.
River Common 24
Riverside Church 262
Riverside Museum 249
Rockefeller Center 258
Roosevelt Raceway 257
Rotarian information center 27
Routes to Fair 4-5, 20
Royal Ballet 254
Russian Orthodox Greek-Catholic Church of America pavilion 6, 57, 60, 106

page

St. John the Divine, Cathedral of 262
St. Patrick's Cathedral 258
"Santa Maria," replica of 7, 214, 216, 230
Scale model of Fair 62, 92, 94
Schaefer Center 6, 39, 57, 60, 106, 108
Scholar's Walk 90
Science, Hall of 20, 158, 190, 200
Scott Paper pavilion 6, 24, 57, 60, 70, 108
Sculpture 81, 94
"Sea Hunt" (live drama) 209
"Searching Eye, The" (film) 82
Sermons from Science pavilion 6, 115, 120, 156
Servicemen's center at Fair 27, 74
Seuffert Band Concerts 253
Seven-Up pavilion 6, 39, 57, 60, 108
Sewing exhibit 110
Shea Stadium 4, 6, 15, 234, 235, 242-243, 256
Shoeshine center at Fair 90
Sidewalk Café 170
Sightseeing:
at Fair 15-33
in New York City 262
Simmons pavilion 6, 56, 60, 108, 110
Sinclair pavilion 6, 189, 190, 204
Singer Bowl 6, 56, 60, 110
SKF pavilion 6, 188-189, 190, 206
Skin divers, "Sea Hunt" 209
Sky-Dome Spectacular 86
Smorgasbord restaurants 39, 40, 120, 160, 178
Snack bars at Fair 8-9, 34-40, 60, 92, 108
Soccer games in New York City 257
Socony Mobil pavilion 6, 188, 190, 208
Souvenirs of Fair 8-9, 62
Space journey, simulated 202
Space Park, U.S. 6, 44, 184, 190, 212
Space vehicles 44, 168, 178, 186, 190, 212
Spaghetti House restaurant 40
Spain pavilion 6, 39, 70, 92, 114, 120, 156
Spirit of St. Louis, replica of 178
Sports events in New York area and at Fair 242-243, 256-257
Stadium Concerts in New York City 253
State Area. *See* Federal and State Area.
Staten Island ferry 236
Staten Island Historical Society 250
Staten Island Zoo 252
Statue of Liberty 236, 262
Stock exchanges 258
Strollers, children's, for rent 8-9, 20
Subway transportation to Fair 16, 20
Sudan pavilion 6, 40, 115, 120, 158, 160
Sweden pavilion 6, 40, 115, 120, 160
Swiss Sky Ride 6, 29, 115, 120, 160, 202, 206
Switzerland pavilion 6, 40, 115, 120, 162

Taxi rates to the Fair 20
Taxis at Fair 15
Telecast, first 110
Telegrams from Fair 230
Telephone:
emergency phones 15
exhibits 6, 58, 64
facilities at Fair 27, 64, 174
family booths 8-9
listings for Fair 62
number for information 15
numbers for taxis 15
Television center 102
Telstar 64
Tennis championships 257
Tent of Tomorrow 183
Thailand pavilion 6, 40, 114, 120, 163
Theatrical activities in New York City 238-239, 254-255
Thrill Rides 7, 29, 215, 216, 230, 233
Tickets for Fair 15-16
Time Capsule, Westinghouse 162, 187, 198
"Time Center" 162
Times Square 258
Tiparillo Band pavilion 6, 57, 60, 110
Tivoli in Miniature 137
"To Be Alive" (film) 60, 90
Toledo restaurant 39, 158
Top of the Fair restaurant 39, 204
Tours of the Fair 8-9, 24, 27
Tours of New York City 262
Tower of Light pavilion 6, 57, 60, 110, 112, 180
Tower of London 144
Tower of the Four Winds 100
Town House Restaurant 106
Trains to Fair 6, 16, 20
Transportation Area at Fair 188-212
Transportation and Travel pavilion 6, 40, 100, 189, 190, 209
Transportation to and around Fair 4-5, 8-9, 16, 20, 48-49, 234
Travel services at Fair 62, 100, 202
Travelers Aid Society at Fair 8, 15, 24, 233
Travelers Insurance pavilion 6, 56, 60, 112
Tree-House restaurant 34, 122
Trinity Church 258
"Triumph of Man" exhibit 112
Two Thousand Tribes pavilion 6, 114, 120, 163

Underground Home 6, 163, 188, 190, 210
UNICEF, U.S. Committee for, exhibits 100
Unisphere 6, 42-43, 48-49, 90, 98, 102, 166-167, 168, 185, 212
United Arab Republic pavilion 6, 40, 115, 120, 164
United Nations headquarters 244-245
United States pavilion 6, 20, 88, 166, 168, 185-186
U.S. Post Office pavilion 6, 56, 60, 112
U.S. Rubber ride 6, 29, 189, 190, 212
U.S. Space Park 6, 44, 184, 188, 190, 212
USO center at Fair 27, 74

Vatican pavilion 6, 52-53, 86, 115, 164, 192
Venezuela pavilion 6, 70, 114, 120, 165

	page
Vermont exhibit	180
Verrazano-Narrows Bridge	236
Viennese coffeehouse	34, 126
Waffle restaurant	7, 34, 215, 216, 218
Waiting times at Fair exhibits	16
Wall Street	236-237, 258
Walter's International Wax Museum	**7, 215, 216, 233**
Washington, George, Masonic exhibit of	150
Washington Square	258
Water ski show	224
Wax museum at Fair	7, 215, 216, 233
Weddings at Fair	154
West Virginia pavilion	**6, 40, 166, 168, 186**
Western Union office at Fair	230
Westinghouse pavilion	**6, 70, 162, 167, 168, 187**
Westinghouse Time Capsule	162, 187, 198
Wheelchairs for rent at Fair	8-9, 29
Whitney Museum of American Art	249-250
Wisconsin pavilion	**6, 20, 40, 166, 168, 187, 212**
Women's Hospitality Center	27, 32
"Wonderful World of Chemistry" (revue)	81
World Trade Center, model of	204
World's Fair Corporation	150, 268-271
World's Fair Marina	**4, 6, 20, 84, 102, 192, 234, 235**
Yankee Stadium	256
Yonkers Raceway	257
Zoo, children's, at Fair	216, 222
Zoos in New York City	252

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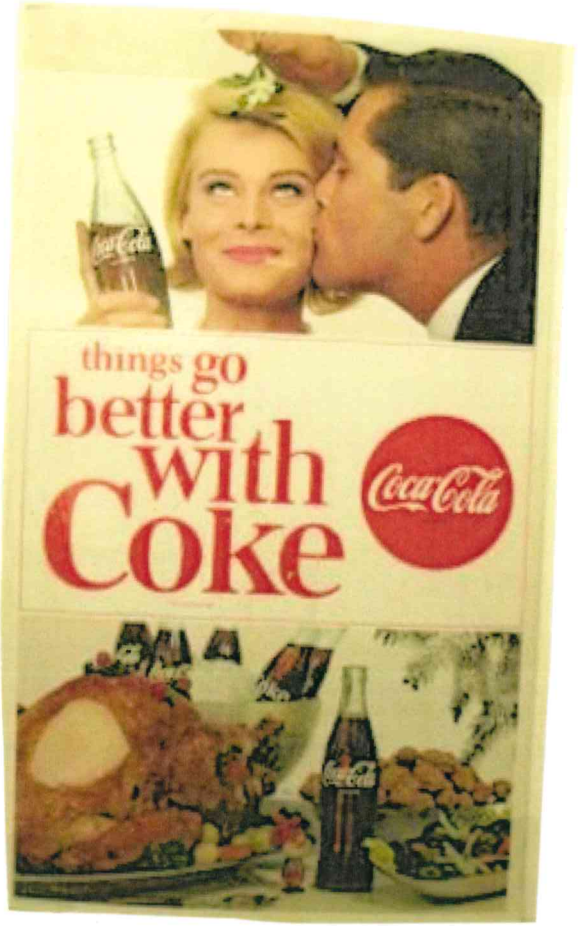

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